DOCUMENT RESUME

ED 099 615 CE 002 711

TITLE	An Annotated Bibliography of Instructional Materials in Cooperative Occupational Education.
INSTITUTION	Illinois State Board of Vocational Education and Rehabilitation, Springfield. Div. of Vocational and Technical Education.; Northern Illinois Univ., De Kalb.
PUB DATE	Jun 74
NOTE	157p.
EDRS PRICE	MF-$0.75 HC-$7.80 PLUS POSTAGE
DESCRIPTORS	*Annotated Bibliographies; *Cooperative Education; *Instructional Materials; *Resource Materials; *Vocational Education

ABSTRACT

The annotated bibliography was designed to assist teacher-coordinators in cooperative occupational education to be more efficient and effective in selecting, utilizing, and recommending the purchase of instructional materials. A consultant panel of 10 experienced local teacher-coordinators reviewed materials from over 700 publishers. Only those items determined by the panel to be of the most value to local teacher-coordinators are included in the bibliography. The material reviewed for this purpose has been separated into seven major divisions--the State of Illinois System of five broad occupational fields (applied biological and agriculture; business, marketing and management; health; industrial; and personal and public services) plus special programs, and generally related instructional materials. Within these areas the documents are arranged following a code based on the U.S. Office of Education Codes for Occupational Areas. Eachentry lists title, author, publisher, relevant occupational field, media type, a short discussion of the subject content, cost, learning effectiveness, cost effectiveness, and a comment on possible uses of the material. Concluding the document is a list of publishers' addresses. (BP)

ED 099615

AN ANNOTATED BIBLIOGRAPHY OF INSTRUCTIONAL MATERIALS

COOPERATIVE OCCUPATIONAL EDUCATION

State of Illinois
Board of Vocational Education and Rehabilitation
Division of Vocational and Technical Education
1035 Outer Park Drive
Springfield, Illinois 62706

In Cooperation With

Northern Illinois University
DeKalb, Illinois

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

CE002911

PREFACE AND PROCEDURE

This annotated bibliography has been prepared to assist teacher-coordinators in cooperative occupational education to be more efficient and effective in selecting, utilizing, and recommending the purchase of instructional materials. To achieve this goal, ten experienced local teacher-coordinators in all of the types of cooperative education programs operating in the State of Illinois were hired as a consultant panel. They reviewed the materials that were secured by contacting over 700 publishers of various types of instructional materials. The consultants also assisted in designing a procedure to follow in securing, annotating, and evaluating instructional materials in addition to actually evaluating materials and securing the cooperation of other local coordinators in the field to help in the testing of the materials.

Because individual teachers are busy and lack both the time and financial resources to examine or purchase the tremendous quantity of available materials, a decision was made to only list those instructional materials that were actually reviewed by the consultants and determined to be, in their judgment, the "best buy" for most local teacher-coordinators of cooperative vocational education.

Even though 700 producers of materials were contacted, not all good materials available in the field were evaluated. Hopefully, this publication will be updated regularly and additional materials will be listed that were not included in this edition.

The materials listed, the annotations and the ratings are those of the members of the consultant panel and not those of the project staff or any other individual or agency. The reading level for printed materials was determined by a trained reading specialist. Only minor editing was performed by the project staff to insure consistency in the annotations.

Teacher-coordinators are always looking for new materials and techniques for doing their job even better. Keeping in contact with publishers by attending meetings and reading professional literature is essential. It is also important to get to know the sales representatives from various publishers and to learn about the services they have available for schools. The prices listed in this publication are subject to change. Please write for current prices to the publishers listed.

This publication was designed to be just one possible guide for locating cooperative education instructional materials, not as the source. Additional details on the procedure that was followed in contacting publishers, securing, annotating, and evaluating the instructional materials that were received from publishers may be secured upon request. Special effort was expended to help to make this document as useful as possible for the local teacher-coordinator.

A special thank you is extended to the members of the consultant panel for the tremendous amount of time and effort that they devoted to making this a usefu publication for teacher-coordinators of cooperative occupational education. Gratitude is also expressed to the staff of the State of Illinois Division of Vocational and Technical Education for their outstanding professional contributions.

Dr. E. Edward Harris, Project Director
Mrs. Patty Marco, Project Associate
Mrs. Maria Magdalena Hernandez, Project Assistant

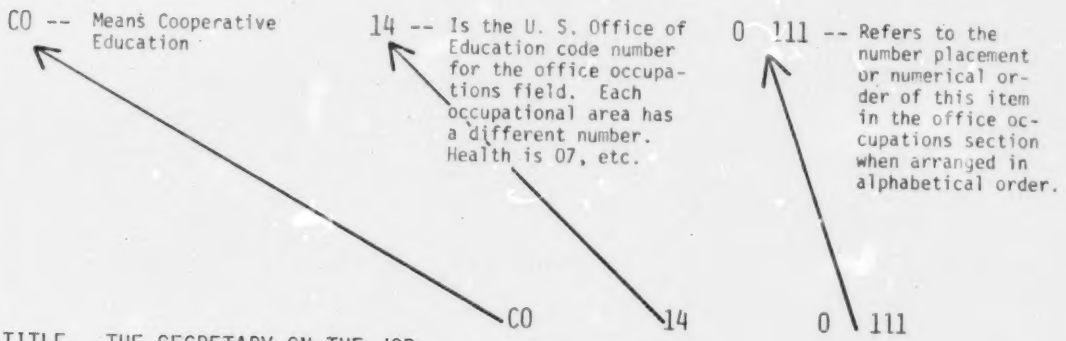
Department of Business Education and Administrative Services
Northern Illinois University
DeKalb, Illinois 60115

June, 1974

EXPLANATION OF ANNOTATION CODING

THE ANNOTATIONS HAVE BEEN SEPARATED INTO SEVEN MAJOR DIVISIONS. THE STATE OF ILLINOIS SYSTEM OF FIVE BROAD OCCUPATIONAL FIELDS, SPECIAL PROGRAMS, AND GENERAL RELATED INSTRUCTIONAL MATERIALS. TO ASSIST TEACHER-COORDINATORS IN THE DEVELOPMENT OF THEIR OWN SYSTEMS FOR INDIVIDUALIZING INSTRUCTION, A NUMERICAL CODING SYSTEM HAS BEEN UTILIZED BASED ON THE U. S. OFFICE OF EDUCATION CODES FOR OCCUPATIONAL AREAS.

IN THE SAMPLE ANNOTATION SHOWN BELOW, EACH OF THE COMPONENTS OF THE CODING SYSTEM ARE EXPLAINED --


CO -- Means Cooperative Education
14 -- Is the U. S. Office of Education code number for the office occupations field. Each occupational area has a different number. Health is 07, etc.
0 111 -- Refers to the number placement or numerical order of this item in the office occupations section when arranged in alphabetical order.
CO
14
0 111

TITLE: THE SECRETARY ON THE JOB

AUTHOR: Mary Witherow

PUBLISHER: Gregg Division, McGraw-Hill Book Company

RELEVANT TO: Office

TYPE OF MEDIA: Learning activity package and practice set

SUBJECT CONTENT: A set of 28 jobs well written. Includes general directions and samples of items to be typed. Some material is dictated by the instructor.

COST: Below average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Could be very useful for a student who has completed two years of typing, business machines and shorthand. A good set to use at the end of the year for office occupations or a model office course.

28 jobs -- $2.34
Copyright: 1967
Reading Level: 13

TABLE OF CONTENTS

PREFACE AND PROCEDURE. i

EXPLANATION OF ANNOTATION CODING. ii

MATERIAL ANNOTATIONS BY INSTRUCTIONAL PROGRAM AREA. 1

I. APPLIED BIOLOGICAL AND AGRICULTURE. . . . . 1 - 14

CO 010 001 - CO 010 053

Marketing and Distribution	Industrial	Special Programs
CO 040 048	CO 170 016 CO 170 031 CO 170 037 CO 170 049	CO 000 017 CO 000 030 CO 000 040

II. BUSINESS, MARKETING AND MANAGEMENT. . . . . 15 - 40

A. OFFICE. . . . . 15 - 27

CO 140 001 - CO 140 049

Applied Biological & Agriculture	Marketing and Distribution	Health	Special Programs
CO 010 012 CO 010 024	CO 040 003 CO 040 009 CO 040 015 CO 040 020 CO 040 028 CO 040 032 CO 040 033 CO 040 036 CO 040 040 CO 040 041 CO 040 044 CO 040 048 CO 040 051	CO 070 029	CO 000 001 CO 000 006 CO 000 009 CO 000 017 CO 000 018 CO 000 019 CO 000 020 CO 000 024 CO 000 031 CO 000 053 CO 000 054 CO 000 065

B. MARKETING & DISTRIBUTION . . . . . 28 - 40

CO 040 001 - CO 040 051

Applied Biological & Agriculture	Office	Industrial Oriented	Special Programs
CO 010 012 CO 010 016 CO 010 024 CO 010 030 CO 010 031	CO 140 009 CO 140 024 CO 140 028 CO 140 043 CO 140 045	CO 170 001 CO 170 010 CO 170 033 CO 170 043	CO 000 001 CO 000 009 CO 000 017 CO 000 018 CO 000 019 CO 010 020 CO 000 053 CO 000 057 CO 000 061 CO 000 062 CO 000 065

Personnel & Public Services
CO 090 063

III. HEALTH . . . . . 41 - 53

CO 070 001 - CO 070 051

Applied Biological And Agriculture
CO 010 012
CO 010 024

Office
CO 140 044

Special Programs
CO 000 017
CO 000 018
CO 000 019
CO 000 020
CO 000 051

IV. INDUSTRIAL . . . . . 54 - 72

CO 170 001 - CO 170 065

Applied Biological And Agriculture
CO 010 008
CO 010 012
CO 010 015
CO 010 020
CO 010 021
CO 010 024
CO 010 026
CO 010 047
CO 010 048
CO 010 050

Office
CO 140 028

Marketing and Distribution
CO 040 003
CO 040 048

Health
CO 070 012
CO 070 023

Special Programs
CO 000 001
CO 000 003
CO 000 012
CO 000 017
CO 000 018
CO 000 019
CO 000 020
CO 000 030
CO 000 031
CO 000 040
CO 000 041
CO 000 049
CO 000 050
CO 000 054
CO 000 061
CO 000 062
CO 000 063

V. PERSONAL AND PUBLIC SERVICES . . . . . 73 - 90

CO 090 001 - CO 090 069

Applied Biological & Agriculture
CO 010 012
CO 010 016
CO 010 024
CO 010 030
CO 010 031

Office
CO 140 004
CO 140 009
CO 140 020
CO 140 036
CO 140 041
CO 140 045
CO 140 048

Marketing and Distribution
CO 040 019
CO 040 025
CO 040 026
CO 040 033
CO 040 044
CO 040 048

Special Programs
CO 000 006
CO 000 009
CO 000 010
CO 000 017
CO 000 018
CO 000 019
CO 000 020

Health
CO 140 004
CO 140 009
CO 140 020
CO 140 036
CO 140 041
CO 140 045
CO 140 048

Special Programs (cont'd)
CO 000 044
CO 000 051
CO 000 053
CO 000 063
CO 000 073

VI. SPECIAL PROGRAMS . . . . . 91 - 108

CO 000 001 - CO 000 073

Applied Biological & Agriculture

CO 010 008
CO 010 010
CO 010 012
CO 010 015
CO 010 024
CO 010 026
CO 010 034
CO 010 044
CO 010 045

Office

CO 140 004
CO 140 007
CO 140 008
CO 140 009
CO 140 010
CO 140 012
CO 140 013
CO 140 016
CO 140 020
CO 140 026
CO 140 027
CO 140 030
CO 140 031
CO 140 032
CO 140 034
CO 140 035
CO 140 037
CO 140 039
CO 140 040
CO 140 041
CO 140 043
CO 140 044
CO 140 045
CO 140 047

Marketing & Distribution

CO 040 003
CO 040 007
CO 040 025
CO 040 029
CO 040 032
CO 040 044
CO 040 048
CO 040 051

Industrial Oriented

CO 170 001
CO 170 002
CO 170 004
CO 170 009
CO 170 010
CO 170 020
CO 170 021
CO 170 024
CO 170 027
CO 170 028
CO 170 031
CO 170 032
CO 170 033
CO 170 036
CO 170 038
CO 170 039
CO 170 040
CO 170 044
CO 170 048
CO 170 049
CO 170 050
CO 170 051
CO 170 052
CO 170 053
CO 170 055
CO 170 058
CO 170 059
CO 170 060
CO 170 061
CO 170 064
CO 170 065

Health

CO 070 012
CO 070 013
CO 070 020
CO 070 023
CO 070 043
CO 070 049

Personnel and Public Service

CO 090 027
CO 090 033
CO 090 050
CO 090 056
CO 090 064
CO 090 066

VII. GENERAL RELATED . . . . . 109 - 139

CO 990 001 - CO 990 119

ADDRESSES OF PUBLISHERS . . . . . 140 - 146

BEST COPY AVAILABLE

TITLE: THE AGRIBUSINESS ACHIEVEMENT TEST

CO 010 001
35 forms per pack
Booklets - $9.90
Answer sheets - $4.50
Copyright: 1973
Reading level: 10-11

AUTHOR: Peterson, Harrill, Horner
PUBLISHER: Houghton Mifflin
RELEVANT TO: Agriculture
TYPE OF MEDIA: Tests for agricultural understanding
SUBJECT CONTENT: The Agribusiness tests measure individual and group mastery of high school agriculture programs.
COST: Average to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This test may be valuable in cooperative education to determine the achievement of a student which is to be placed on an Agribusiness job.

TITLE: AGRICULTURE AREA STUDY GUIDES

CO 010 002
pp. 40 - $30.00-set
Copyright: 1973
Reading level: 12

AUTHOR: Harold Binkley
PUBLISHER: Department of Vocational Education/University of Kentucky
RELEVANT TO: Agriculture
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: The study guides list a number of jobs dealing with the agriculture occupations. On the following page it has a worksheet.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This material could be developed for the individual student and his job as a year course of individual study. The references would have to be secured and organized to fully implement this workbook. Some of the manuals included are Farm Management, Feed Store Employee, Fertilizer and Chemical Salesman, and Assistant Meat Cutter.

TITLE: AGRICULTURE BUSINESS MATERIAL SUBJECT MATTER UNITS

CO 010 003
15¢ - 50¢
Reading level: 10-11

PUBLISHER: Vocational Agriculture Service/University of Illinois
RELEVANT TO: Agriculture
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: The units are Applying for a Job, Salesmanship, Human Relations, Business Procedures, Cash Register, Simplifying Work, Credit, Price, Inventory in Agriculture.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: THis could be used in the class phase of agriculture cooperative classes as a source of material to study and discuss and demonstrate.

TITLE: AGRICULTURE COOPERATIVE TRAINING BOOKLETS

CO 010 004
pp.-variable
Copyright: 1968
Reading level: 10

PUBLISHER: Texas A & M University
RELEVANT TO: Agriculture
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: The booklets are in four sections: the first is the assignment sheets for the student, the second is the answer sheets for the assignment, the third, topic test and the fourth is the answers to the test.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good to best buy
COMMENT: These booklets are designed for individual student work by each employee in cooperative education. The units are organized so additional references are necessary. This takes some time to develop but it is effective if complete. Sample titles are Swine Farm Employee, Horticulture Occupations, and Agriculture Machinery Equipment.

TITLE: AGRICULTURE OCCUPATIONS

CO 010 005

AUTHOR: Ohio Curriculum Materials
PUBLISHER: Agriculture Education Curriculum Material Service
RELEVANT TO: Agriculture
TYPE OF MEDIA: Textbook, student manual
pp.-varies - $.30 ea.
Copyright: 1971
Grade level: 11-12
SUBJECT CONTENT: The series of lesson units for agriculture related class will provide the student with basic information necessary in all businesses.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This series is available with a teacher's guide. It has provisions for the student to work out practical exercises in the units to provide him with the experiences in conjunction with his occupational experience program.

TITLE: AN INTRODUCTION TO AGRICULTURE BUSINESS AND INDUSTRY

CO 010 006

AUTHOR: J. T. Wegant, Norman Hoover, and David McClay
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, Textbooks
pp. 236 - $3.75
Copyright: 1966
Reading level: 12
SUBJECT CONTENT: The book covers careers in Agriculture, preparing for employment, human relations, how businesses are organized and how businesses operate.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: The first part of the book should be used in a career orientation class. The rest of the book deals with the job securing, and operations. The second part could be used in a co-op class of agri-business employed students.

TITLE: APPROVED PRACTICES IN SOIL CONSERVATION

CO 010 007

AUTHOR: Albert B. Foster
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, textbook
pp. 494 - $6.25
Revised: 1973
Reading level: 11
SUBJECT CONTENT: This book includes a discussion and a description of the soil and water conservation methods for a small operator while recognizing the changes brought about by improved technology and better equipment.
COST: Below average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENTS: This book would be valuable to a student in a class situation or as individual study. Its value would be greatly increased if the student could apply or see applied the practices as they are studying them in the book. This book would be valuable to anyone concerned with agriculture from the home-owner to the farmer.

TITLE: BALL AND ROLLER BEARING

CO 010 008

PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture, Industrial, and School-Leaver
TYPE OF MEDIA: Reference Book, Pamphlet
pp. 32 - 95¢
Reading level: 13
SUBJECT CONTENT: This pamphlet covers the basic material on bearings, selection, uses, servicing, and inspection.
COST: Below average
LEARNING EFFECTIVENESS: Very good to Outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENTS: This pamphlet could be used as a reference in classroom or for a student employed in the service industry. It is a copy of a publication used as the standard in basic bearing information for years.

BEST COPY AVAILABLE

TITLE: BEEF CATILE SCIENCE
AUTHOR: M. E. Ensminger
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, textbook
CO 010 009
pp. 1020 - $14.25
Revised: 1968
Reading level: 13
SUBJECT CONTENT: A book with information on all areas of beef cattle production from breeding to feeding and management. It reflects recent technological advances and improved practices.
COST: Above average to high cost
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENT: This is a modern text with a great deal of information that could be used by a student employed on a beef operation as a reference. It could also be used as a text for both secondary and post-secondary classes studying practical scientific methods of beef cattle production.

TITLE: CAREERS IN AGRIBUSINESS AND INDUSTRY
AUTHOR: Archie A. Stone
PUBLISHER: The Interstate Printer & Publishers Inc.
RELEVANT TO: Agriculture, WECEP
TYPE OF MEDIA: Reference book, Textbooks
CO 010 010
pp. 345 - $5.95
Copyright date: 1970
Reading level: 12
SUBJECT CONTENT: This book shows a general view of opportunities in agri-business and how to prepare for a career in the various phases. It has chapters on each of the main occupations in agriculture.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: This book could best be used as a career exploration book with a large or small group interested in Agriculture. It could best be used as an introduction with field trips or experiences to follow up. It could best be used as an introduction with field trips or experiences to follow up. It may also be used as a source of information for related careers in a coop class for individual study.

TITLE: CAREERS IN NATURAL RESOURCES MANAGEMENT, CAREERS IN FARM SUPPLIER, CAREERS IN FARM SERVICES, CAREERS IN ORNAMENTAL HORTICULTURE
PUBLISHER: Vocational Education Production (California State Polytechnic College)
RELEVANT TO: Agriculture
TYPE OF MEDIA: Filmstrips, Sound tapes
CO 010 011
Complete Set (8) - $49.00
(1) Filmstrip, script tape - $7.95 each
Copyright: 1969
Grade level: 10-12
SUBJECT CONTENT: The filmstrips cover the various careers in Agriculture related fields with a cassette narration for each one. It covers the area of careers and opportunities.
COST: Low
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENTS: The filmstrips and cassettes can best be used in a career orientation program to develop interest in the agriculture related areas.

TITLE: CHECK YOUR CHARACTER TRAITS
AUTHOR: Hoover, McClay, and Weyant
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Self-test
CO 010 012
pp. 50 - $2.00
Copyright: 2nd edition, 1966
3rd edition available
Reading level: 11
SUBJECT CONTENT: This is a questionnaire for the student to check their individual traits.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENTS: This could be used in the class room for checking the student individual traits with a self-answer sheet. Suitable for individualizing instruction.

TITLE: COMMUNICATIONS HANDBOOK — CO 010 013

AUTHOR: Hadley, Read, and Head
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference Book, Textbook
pp. 180 - $4.95
Copyright date: 1967
Reading level: 10

SUBJECT CONTENT: The book covers the main areas of communication with the public, such as speaking, writing, radio, television, photography, graphics, etc.
COST: Average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book should be used in the coordinated club activity of the cooperative class in developing good public relations. It could be used first as a class coverage and then individual reports for publication.

TITLE: DAIRY CATTLE SCIENCE — CO 010 014

AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, Textbook
pp. 510 - $10.75
Copyright: 1971
Reading level: 12

SUBJECT CONTENT: This book covers the many areas of dairy farming. It has detailed information about breeds, breeding management, disease, equipment and other things related to dairy production.
COST: Above average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book is designed to further information to coop students which are employed in the dairy farming business. It could best be used as a reference for the individual students' questions or as a text for a class in dairy farming.

TITLE: ELECTRIC MOTORS: SELECTION-PROTECTION AND DRIVES — CO 010 015

AUTHOR: W. Harold Parady
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Agriculture, Inter-Related, Industrial, CWT-Special, WECEP School-Leaver
TYPE OF MEDIA: Pamphlets
pp. 49 - $2.60
Copyright: 1972
Reading level: 10

SUBJECT CONTENT: THis pamphlet covers the selection of the electric motors, care and selection of the best suited drives for the various jobs.
COST: Below average to low
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This pamphlet could best be used by a person employed in the maintenance field of equipment and supplies as a reference book. It could be used as a text book in classes. It would be best if the student had an opportunity to do an experiment with electric motors while studying this.

TITLE: FLORISTRY MERCHANDISING AND SERVICES — CO 010 016

AUTHOR: Plasco G. Moore
PUBLISHER: University of Texas/Division of Extension
RELEVANT TO: Agriculture, Inter-Related, Personnel and Public Services, Marketing
TYPE OF MEDIA: Reference book, study guide
pp.-varies
Copyright: 1974
Reading level: 10.5-11

SUBJECT CONTENT: The booklet covers the qualifications and experience for floral work. The merchandising aspect and flower ship facts, designing, wiring, and care and preparation of flowers.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This booklet and answer book could best be used as individual assignments and study for a student working in a floral shop. Very little other reference work is needed. It is up-to-date and the facts are important.

BEST COPY AVAILABLE

TITLE: FOS - 20 SLIDES-ELECTRICAL SYSTEMS — CO 010 017

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Slides
SUBJECT CONTENT: Slide series to accompany the Electrical System manual.
COST: High to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This can be used best by people employed as tractor maintenance workers who want an understanding of the electrical system.

$97.00 per set
Revised: Up to date
Grade level: 10-12

TITLE: FOS - 30 SLIDES-ENGINES — CO 010 018

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Slides
SUBJECT CONTENT: The slides are for use in classroom with "Engines" manuals as students' texts.
COST: Above average to average
LEARNING EFFECTIVENESS: Normal to Very good.
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The slide set is best used for students employed as tractor maintenance workers in engine service.

195 slides - $99.00
Revised: Up to date
Grade level: 10--12

TITLE: FOS - 10 SLIDES - HYDRAULICS — CO 010 019

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: The slide set accompanies the manual dealing with the hydraulic system on tractors.
COST: Above average to high
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This comprehensive slide set is to be used in conjunction with the "Hydraulics" manual. It compares various types of hydraulic machines and shows how to locate failures.

133 slides - $66.00
Revised: up to date
Grade level: 10-12

TITLE: FUNDAMENTALS OF SERVICE - POWER TRAINS — CO 010 020

PUBLISHER: John Deere Service Publications Dept.
RELEVANT TO: Agriculture, Industrial
TYPE OF MEDIA: Masters
SUBJECT CONTENT: 130 masters for transparencies on the different types of power trains for machinery.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The masters should be used with the matching Fundamentals of Service manual. They could be used two ways: 1) in making transparencies for large class use or 2) for making worksheets for individual students.

130 masters - $13.00
Reading level: 7

TITLE: FUNDAMENTALS OF SERVICE - TIRES AND TRACKS

CO 010 021
pp. 68 - $2.90
Copyright: 1970
Reading level: 9

PUBLISHER: John Deere and Company
RELEVANT TO: Agriculture, Industrial
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: This book covers the fundamental information on tires and tracks from how it works to why it fails and what to do about it.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This booklet show the methods used to service tractor tires and tracks. It could best be used by a student employed in a tractor repair shop. The information is technical and important.

TITLE: GREENHOUSE MANAGEMENT FOR FLOWER AND PLANT PRODUCTION

CO 010 022
pp. 240 - $7.25
Copyright: 1973
Reading level: 14

AUTHOR: Kennard S. Nelson
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference Book, Textbook
SUBJECT CONTENT: This book covers the manager himself, business procedure, physical facilities, crop rotations and scheduling of crop. The cultural aspect of the business is covered from the soil environment and the air environment.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could best be used by a student that is employed in a greenhouse as a reference book. In order to understand the importance of the material covered the student should study this material as he is experiencing these things in the greenhouse.

TITLE: HANDBOOK OF AGRICULTURAL OCCUPATIONS

CO 010 023
pp. 385 - $6.75
Revised: 1969
Reading level: College 15

AUTHOR: Normal K. Hoover
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: A vocational guidance handbook broadly outlining occupations in agriculture and related areas with education requirements and possibilities.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This textbook could best be used as a reference for a class in career orientation and guidance probably as a pre-vocational level or as a reference for occupations in all areas of agriculture and related areas.

TITLE: HANDBOOK FOR YOUNG WORKERS

CO 010 024
pp. 29 - 50¢
Copyright: 1965
Reading level: 12

PUBLISHER: U. S. Department of Labor, Bureau of Labor Standards
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlet
SUBJECT CONTENT: This booklet covers labor laws, training opportunities and sources of help for the young worker.
COST: Below average to low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This booklet covers the basic information needed to get a job and hold it as far as labor laws and opportunities.

TITLE: FOS - 20 SLIDES-ELECTRICAL SYSTEMS

CO 010 017

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Slides
SUBJECT CONTENT: Slide series to accompany the Electrical System manual.
COST: High to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This can be used best by people employed as tractor maintenance workers who want an understanding of the electrical system.

$97.00 per set
Revised: Up to date
Grade level: 10-12

TITLE: FOS - 30 SLIDES-ENGINES

CO 010 018

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Slides
SUBJECT CONTENT: The slides are for use in classroom with "Engines" manuals as students' texts.
COST: Above average to average
LEARNING EFFECTIVENESS: Normal to Very good.
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The slide set is best used for students employed as tractor maintenance workers in engine service.

195 slides - $99.00
Revised: Up to date
Grade level: 10--12

TITLE: FOS - 10 SLIDES - HYDRAULICS

CO 010 019

PUBLISHER: John Deere Service Publication
RELEVANT TO: Agriculture
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: The slide set accompanies the manual dealing with the hydraulic system on tractors.
COST: Above average to high
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This comprehensive slide set is to be used in conjunction with the "Hydraulics" manual. It compares various types of hydraulic machines and shows how to locate failures.

133 slides - $66.00
Revised: up to date
Grade level: 10-12

TITLE: FUNDAMENTALS OF SERVICE - POWER TRAINS

CO 010 020

PUBLISHER: John Deere Service Publications Dept.
RELEVANT TO: Agriculture, Industrial
TYPE OF MEDIA: Masters
SUBJECT CONTENT: 130 masters for transparencies on the different types of power trains for machinery.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The masters should be used with the matching Fundamentals of Service manual. They could be used two ways: 1) in making transparencies for large class use or 2) for making worksheets for individual students.

130 masters - $13.00
Reading level: 7

TITLE: FUNDAMENTALS OF SERVICE - TIRES AND TRACKS

CO 010 021
pp. 68 - $2.90
Copyright: 1970
Reading level: 9

PUBLISHER: John Deere and Company
RELEVANT TO: Agriculture, Industrial
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: This book covers the fundamental information on tires and tracks from how it works to why it fails and what to do about it.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This booklet show the methods used to service tractor tires and tracks. It could best be used by a student employed in a tractor repair shop. The information is technical and important.

TITLE: GREENHOUSE MANAGEMENT FOR FLOWER AND PLANT PRODUCTION

CO 010 022
pp. 240 - $7.25
Copyright: 1973
Reading level: 14

AUTHOR: Kennard S. Nelson
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference Bock, Textbook
SUBJECT CONTENT: This book covers the manager himself, business procedure, physical facilities, crop rotations and scheduling of crop. The cultural aspect of the business is covered from the soil environment and the air environment.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could best be used by a student that is employed in a greenhouse as a reference book. In order to understand the importance of the material covered the student should study this material as he is experiencing these things in the greenhouse.

TITLE: HANDBOOK OF AGRICULTURAL OCCUPATIONS

CO 010 023
pp. 385 - $6.75
Revised: 1969
Reading level: College i5

AUTHOR: Normal K. Hoover
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: A vocational guidance handbook broadly outlining occupations in agriculture and related areas with education requirements and possibilities.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This textbook could best be used as a reference for a class in career orientation and guidance probably as a pre-vocational level or as a reference for occupations in all areas of agriculture and related areas.

TITLE: HANDBOOK FOR YOUNG WORKERS

CO 010 024
pp. 29 - 50¢
Copyright: 1965
Reading level: 12

PUBLISHER: U. S. Department of Labor, Bureau of Labor Standards
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlet
SUBJECT CONTENT: This booklet covers labor laws, training opportunities and sources of help for the young worker.
COST: Below average to low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This booklet covers the basic information needed to get a job and hold it as far as labor laws and opportunities.

BEST COPY AVAILABLE

TITLE: HORSES AND HORSEMANSHIP

CO 010 025
pp. 884 - $11.25
Copyright: 1969
Reading level: 10

AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: The book covers the various phases of the business connected with horses and specific information in regard to the occupations related.
COST: Above average to average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could best be used by a student employed in a business related to horses, as a reference book. This book covers so many areas of the business that the student should study the areas which he is interested in or employed. It could also be used as a textbook for students interested in horses.

TITLE: HOW ELECTRIC MOTORS START AND RUN

CO 010 026
pp. 24 - $2.95
Copyright: 1973
Reading level: 9

PUBLISHER: American Association for Vocational Instructional
RELEVANT TO: Applied Biological and Agriculture, Industrial, CWT
TYPE OF MEDIA: Reference Book, Pamphlet
SUBJECT CONTENT: The manual covers Part I: Understanding Basic Principles and Part II: Types of Motors and how they start and run.
COST: Average to low
LEARNING EFFECTIVENESS: Normal to outstanding
COST-EFFECTIVENESS EVALUATION: Satisfactory to best buy
COMMENTS: This manual could be used as a reference for students employed as any job using electric motors. It is easily read and understood.

TITLE: AN INTRODUCTION TO AGRI BUSINESS MANAGEMENT

CO 010 027
pp. 122 - $6.95
Copyright: 1973
Reading level: 16

AUTHOR: Walter J. Wills
PUBLISHER: The Interstate Printers & Publishers Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, Textbook
SUBJECT CONTENT: The book describes some of the important aspects of management, in an Agribusiness with subject as capital, organization, personnel and management covered.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: The book could best be used as an individual reference or small group reference for students that are employed in Agribusiness that need to further their knowledge on management. It could also be used as a textbook for the coop class in Agribusiness.

TITLE: LIMNOLOGY: AN INTRODUCTION TO THE FRESH WATER ENVIRONMENT

CO 010 028
pp. 38 - $.50
Copyright: 1969
Reading level: 15

AUTHOR: William H. Amos
PUBLISHER: LaMotte Chemical Products Co.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher Guide, Reference book, textbooks, pamphlets, student manuals, multi-media learning kits, learning activity pacs
SUBJECT CONTENT: Describes equatic forms of life. Also the patterns of water movement. Very good information on the life and aging of a pond.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Good for use in an environmental conservation or wildlife management course.

TITLE: LOOKING AHEAD TO TEACHING VOCATIONAL AGRICULTURE

CO 010 029

AUTHOR: Ralph Woodin
PUBLISHER: World in Color Productions
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Slides and script
SUBJECT CONTENT: A series of 30 slides with script showing a career in teaching vocational agriculture and the opportunities and advantages of being a teacher of agriculture.
COST: Below average
LEARNING EFFECTIVESS: Above average
COST-EFFECTIVENESS: Very good buy
COMMENTS: The slides are primarily for use with students in agriculture classes as a career orientation unit in exploring various careers.

30 slides - $4.10
Copyright: Up-to-date
Listening level: 12

TITLE: MEAT IDENTIFICATION KIT

CO 010 030

PUBLISHER: Interstate Printers and Publishers, Inc.
RELEVANT TO: Agriculture, Personnel and Public Services, Marketing
TYPE OF MEDIA: Flash cards
SUBJECT CONTENT: This kit has a number of pictures of cuts of meat with a key for practice identification.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This kit could be used by students employed in the meat trade after they have studied the various cuts of meat from another reference or field trip. It could be used by students in the meat cutting and preparation areas. It is also used to prepare judging teams.

108 pictures - $7.50
Viewing level: 6

TITLE: THE MEAT WE EAT

CO 010 031

AUTHOR: P. Thomas Ziegler
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture, Inter-Related, Personnel and Public Services, Marketing
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: It covers the slaughtering process of the various classes of livestock in the first part. The second part covers the use of meat as a food and the various cuts.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could best be used as a reference for students which are involved with the meat industry from the slaughtering to the consumer. The first part is designed to help the student that will be slaughtering animals and the second part for the student that sells or prepares meat. The total book is best used when the student can correlate the study with the experience because the instructions are detailed.

pp. 539 - $3.50
Copyright: 1966
Reading level: 10

BEST COPY AVAILABLE

TITLE: OKLAHOMA VOCATIONAL AGRICULTURE EDUCATION BASIC CORE CURRICULUM I, II, III, IV

CO 010 032
4 books - $10.00 ea.
Copyright: 1971
Reading level: Teacher

AUTHOR: Oklahoma State Department of Vocational & Technical Education
PUBLISHER: Curriculum and Instructional Material Center
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, study guide
SUBJECT CONTENT: This is an outlining of four years of instruction in agriculture. The I unit covers careers, leadership, supervised training, animal science, plant and soils, and agricultural mechanics. The second book covers agricultural chemicals, leadership, supervised training, plant and soil, animal science, and agricultural mechanics. The third book covers plant and soil science, animal science, leadership, career selection and agriculture mechanics. The fourth book covers farm business management, leadership and careers, plant and soil science and agricultural mechanics.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This teaching guide is designed to provide a basic core of instruction for agriculture students. Each unit includes objectives, suggested activities, information sheets, assignment sheets, job shetts, transparency masters, tests and test answers. Each unit has a suggested teaching time in terms of hours of instruction.

TITLE: ORNAMENTAL HORTICULTURE

CO 010 033
6 filmstrips - $40.00
Copyright: 1972
Grade level: 10-12

AUTHOR: California State Polytechnic College
PUBLISHER: Vocational Education Productions
RELEVANT TO: Agriculture
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: The six slides and filmstrips on ornamental horticulture show much of the important information. This learning kit provides a solid overview of the field, plus detailed demonstrations of the "how" and "why" of ornamental horticulture practices.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: This material is well developed for individual work or large group class work. The technical work on the film is excellent. Sample titles include Lawns and Ground Covers, Fertilizing Ornamental Plants, and Controlling Pests of Ornamental Plants.

TITLE: OUR ENVIRONMENT BATTLES WATER POLLUTION

CO 010 034
pp. 32 - $.50
Copyright: 1969
Reading level: 15

AUTHOR: Charles E. Renn
PUBLISHER: LaMotte Chemical Products Co.
RELEVANT TO: Agriculture, Inter-Related, CWT
TYPE OF MEDIA: Teacher guide, reference book, textbooks, pamphlets, multi-media learning kits, learning activity packages
SUBJECT CONTENT: This booklet was intended to be of practical use and it is exactly that. This is an excellent booklet to get started and do some advanced work in water sciences. Covers many areas.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: No special equipment required. Good for independent work in coop class for people with interest in pollution and water management.

TITLE: pH, BUFFERS AND ACID-BASE TITRATIONS

CO 010 035
pp. 16 - $59.95
Copyright date: Up to date
Reading level: 13

AUTHOR: Educational Products Division
PUBLISHER: LaMotte Chemical Products Co.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher Guide, Reference book, Pamphlets, Multi-media, and learning kits.
SUBJECT CONTENT: Good, clear, and concise explanation of theory of pH, buffers, acids, and bases. Very good explanation of color indicators.
COST: Below Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Very excellent explanations and charts for the advanced student. Not too much expensive equipment required.

TITLE: PLANNING FARM FENCES

CO 010 036
pp. 56 - $1.85
Copyright: 1966
Reading level: 11

PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agricultural
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: This manual gives the basic information needed to make fences.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This manual should be used as a reference for student employed on a farm. It is thorough and informative but it should be used in cooperation with experience.

TITLE: PLANNING FOR AN INDIVIDUAL WATER SYSTEM

CO 010 037
pp. 130 - $5.95
Copyright: 1973
Reading level: 13

AUTHOR: G. E. Henderson
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, Textbook
SUBJECT CONTENT: This book tells how to plan for a water supply. It covers the amount, sources, tests, protection and selection of the water system.
COST: average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENTS: This text is designed for a student who works in the business of sales and service of water systems. It needs no other reference material as it is written in a basic format.

TITLE: PLANNING FOR AN IRRIGATION SYSTEM

CO 010 038
pp. 100 - $6.75
Copyright: 1971
Reading level: 10

AUTHOR: J. Howard Turner
PUBLISHER: American Association for Vocational Instructional Material
RELEVANT TO: Applied Biological and Agricultural
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: The text provides the need of irrigation, determining the type of irrigation to use, and determining if the system is paying for itself.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENTS: This text would be valuable as a reference for a student employed in a shop that sells, installs and services the irrigation systems.

TITLE: PLANT NUTRITION STUDIES — CO 010 039

AUTHOR: Robert W. Stegner
PUBLISHER: LaMotte Chemical Products Co.
RELEVANT TO: Agriculture
pp. 74 - $112.50
Copyright: 1971
Reading level: 14
TYPE OF MEDIA: Teacher guide, student manuals, teacher developed materials
SUBJECT CONTENT: In general this book shows the methods of growing plants hydroponically and experiments to show deficiencies and plant nutrient movement.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This could be used to show principles or plant growth tests in a crop science or horticulture class. The cost of lab materials such as glassware and specialized chemicals would have to be planned ahead. Excellent to demonstrate many plant growth characters.

TITLE: POULTRY SCIENCE — CO 010 040

AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Agriculture
pp. 270 - $9.95
Copyright: 1971
Reading level: 16
TYPE OF MEDIA: Reference book, textbooks
SUBJECT CONTENT: This book gives the background of poultry production, feeding, housing, disease control, management. It covers the business aspect of poultry and marketing.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book could probably best be used as a reference for a student that was employed in the poultry industry. There are questions at the end of the chapters that could be used as study guide as the student completes the experiences on the job.

TITLE: RETAIL FLOWER SHOP OPERATION AND MANAGEMENT — CO 010 041

AUTHOR: Department of Agriculture Education
PUBLISHER: Pennsylvania State University
RELEVANT TO: Agriculture
pp. 135
Copyright: 1968
Reading level: 10
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: This workbook covers the important things that must be understood to operate a flower shop. The major areas are floral arrangement, uses and retail shop management.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This should be used with a student that is employed in a retail flower shop. There are questions to be answered at the beginning of each chapter and usually no other reference is necessary. The student should follow this with actual experience.

TITLE: RURAL RECREATION FOR PROFIT — CO 010 042

AUTHOR: Smith, Partain, and Champlin
PUBLISHER: Interstate Printers & Publishers, Inc.
RELEVANT TO: Applied Biological and Agriculture
pp. 319 - $7.25
Revised: 1968
Reading level: College - 15
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: A guide for rural landowners in planning, developing, operating and managing rural recreation enterprises - such as campgrounds, fishing areas and hunting areas.
COST: Average to below average
LEARNING EFFECTIVENESS: Normal to very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENTS: This book could best be used by a student as a reference book if he were interested in rural recreation development on his area or for someone else. It should be a valuable aid for an area often overlooked.

BEST COPY AVAILABLE

TITLE: SHEEP AND WOOL SCIENCE
AUTHOR: M. E. Ensminger
PUBLISHER: The Interstate Printers & Publishers, Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Reference book, textbooks
CO 010 043
pp. 936 - $11.25
Copyright: 1970
Reading level: 12
SUBJECT CONTENT: The book covers a detail description of sheep and wool production. The areas covered are breeds, breeding management equipment, diseases, a good area of wool products and uses is covered.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENTS: The book could best be used by a student that was employed in a business related to sheep or wool. The book is large and detailed, therefore, it probably could best be used as a reference covering the areas in which the student has an interest and employment.

TITLE: SMALL ENGINES, VOLUME 1
AUTHOR: Turner
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture, School leaver
TYPE OF MEDIA: Reference book, textbook, study guide, student manual
CO 010 044
pp. 158 - $6.25
Revised: 1971
Reading level: 9.5-10
SUBJECT CONTENT: A very well written and illustrated test on a practical step-by-step method of small engine care and operation.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: Students can overhaul their own small engines while following the text. This could serve as a text for a terminal program.

TITLE: SMALL ENGINES, VOLUME 2
AUTHOR: Turner
PUBLISHER: American Association for Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture, School-leaver
TYPE OF MEDIA: Reference book, textbook, study guide, student manual
CO 010 045
pp. 208 - $8.95
Revised: 1971
Reading level: 9-9.5
SUBJECT CONTENT: A very well written and illustrated text on a practical step-by-step approach to engine maintenance and repair.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: The text could be best used in conjunction with shop experience on their own small engines.

TITLE: A STUDY OF WATER QUALITY
AUTHOR: Charles E. Renn
PUBLISHER: LaMotte Chemical Co.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher guide, textbook, pamphlets, student manual, learning activity pacakages
CO 010 046
pp. 46 - $.50
Copyright: 1968
Reading level: 13
SUBJECT CONTENT: Good general information on water movement, purity and nutrients in water. Very good to teach principles in a short unit.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This would probably work best for students who are just beginning in environment and water studies.

TITLE: THINK METRIC — CO 010 047

AUTHOR: Paul Wallach — 20 transparencies-$42.25
PUBLISHER: DCA Educational Products, Inc. — Copyright: 1973
RELEVANT TO: Applied Biological and Agriculture, Industrial — Reading level: 7-9
TYPE OF MEDIA: Transparencies
SUBJECT CONTENT: There are twenty transparencies in the set. They are titled: Think Metric, English Measuring Units, Metric Units for Everyday Use, International System of Metric Units, The Metric Dollar, The Meter, The Kilogram, Capacity, Area, Temperature, Metric prefixes, Conversion Factors, Estimating in English and Metric Systems
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Since U.S. government contracts and business with foreign countries require use of the metric system, the schools should make the transition to the metric system as soon as possible.

TITLE: THE TRACTOR ELECTRICAL SYSTEM — CO 010 048

PUBLISHER: American Association for Vocational Instructional Materials — pp. 64 - $2.45
RELEVANT TO: Applied Biological and Agriculture, Industrial — Copyright: Up to date
TYPE OF MEDIA: Reference book, pamphlet
SUBJECT CONTENT: This pamphlet covers the basic principles of electricity as used in power equipment from generation, regulation and AC generators.
COST: Average to low
LEARNING EFFECTIVENESS: Normal to outstanding
COST-EFFECTIVENESS: Satisfactory to best buy
COMMENTS: This publication covers the basic material for understanding the electrical system of a tractor. It could be used as a reference for individual instruction for students employed in servicing tractors.

TITLE: TRACTOR OPERATION AND DAILY CARE — CO 010 049

PUBLISHER: American Association for Vocational Instructional Materials — pp. 120 - $4.95
RELEVANT TO: Applied Biological and Agriculture — Revised: 1970
TYPE OF MEDIA: Reference book, textbook — Reading level: 12
SUBJECT CONTENT: This book deals with the proper tractor operation procedures and maintenance for both carburetor and diesel engines.
COST: Above average to average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This book could be used as a reference for a student in preparing to take the test on safe tractor operation which is necessary for the Department of Labor requirements.

TITLE: TRACTOR TRANSMISSIONS — CO 010 050

PUBLISHER: American Association for Vocational Instructional Materials — pp. 32 - $1.45
RELEVANT TO: Applied Biological and Agriculture, Industrial — Copyright: Up to date
TYPE OF MEDIA: Textbook, pamphlet — Reading level: 10
SUBJECT CONTENT: This publication has the basic information about gears, transmissions, bearings and the different gearing systems used in transmissions.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This publication should be used by the student employed in a tractor repair shop as a reference book for questions he may have on basic transmission work.

TITLE: TREES FOR 2001

CO 010 051

AUTHOR: The American Forest Institute
PUBLISHER: Guidance Associates
RELEVANT TO: Agriculture
TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes
116 frames - $19.50
Copyright: 1973
Reading level: 12-13
SUBJECT CONTENT: The filmstrip and record describe the various jobs in forestry management and related fields from the profession forester to the logger.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This material could best be used as a career orientation unit with the students as they are exploring which field they would like to pursue.

TITLE: TURF MANAGEMENT HANDBOOK

CO 010 052

AUTHOR: Howard B. Sprague
PUBLISHER: The Interstate Printers and Publishers, Inc.
RELEVANT TO: Agriculture
TYPE OF MEDIA: Textbooks
pp. 253 - $7.25
Copyright: 1970
Reading level: 15
SUBJECT CONTENT: This book covers the main problems of raising Turf. Such things as diseases, machinery necessary soils, weeds and their control, and most of the basic information about Turf management.
COST: Below Average
LEARNING EFFECTIVENESS: Very good to outstanding
COST-EFFECTIVENESS: Very good to best buy
COMMENT: This book would be well worth the while of any group or individual to study what was going into turf work such as golf course management grounds maintenance, or landscaping contractors. It could be used as individual study or as a large group class text if there were that many people involved in Turf Management.

TITLE: UNDERSTANDING AND MEASURING HORSEPOWER

CO 010 053

AUTHOR: Harold Parady
PUBLISHER: American Association of Vocational Instructional Materials
RELEVANT TO: Applied Biological and Agriculture
TYPE OF MEDIA: Reference book, textbook, study guide
pp. 72 - $3.55
Copyright: 1969
Reading level: 10
SUBJECT CONTENT: A simple approach to describing horsepower and its measurement, accompanied with excellent illustrations.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Material could be best used on a lecture discussion basis with limited shop use. First four parts are easily understood and applicable.

TITLE: ADVANCED TYPING — CO 140 001

PUBLISHER: H.M. Rowe Company — 20 lessons
RELEVANT TO: Office — Copyright: 1961
TYPE OF MEDIA: Pamphlets — Reading level: 11-12
SUBJECT CONTENT: Advanced work in statistical copy tabulations. Problems are quite long and involved.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent for advanced students who are interested in developing further skill in numbers and tabulated material. Good as a source of supplemental problems.

TITLE: ADVANCED TYPING PROJECTS — CO 140 002

AUTHOR: Sass — pp. 63 - $1.60
PUBLISHER: Pitman Publishing Company — Revised: 1961
RELEVANT TO: Office — Reading level: 10
TYPE OF MEDIA: Teacher guide and textbook
SUBJECT CONTENT: Diversified office projects containing 178 problems based on an office. Typists most common duties. Exercises are graded and content is varied to apply to different business situations.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Would be very good source for various problems used at different times in an Office Occupation class or in business machines. Can easily be used in part. Drawback: Still has zone numbers in letter addresses.

TITLE: APPLIED SECRETARIAL PROCEDURES — CO 140 003

AUTHOR: Fries, Rowe, Travis and Blockhus — pp. 533--$ in press
PUBLISHER: McGraw-Hill Book Company — Copyright date: 1974
RELEVANT TO: Office — Reading level: 11
TYPE OF MEDIA: Teacher guide, textbook and workbook
SUBJECT CONTENT: Covers typical materials for this type book. Sections are: a secretarial career; basic secretarial procedures; office systems, job seeking; and on-the-job project. Contains appendices on references and English grammar.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Is well organized and information and materials are current.

TITLE: BASIC OFFICE PRACTICES AND PROCEDURES — CO 140 004

PUBLISHER: Eye Gate House — Film--$57.00 for set of six
RELEVANT TO: Inter-related, Office, Personnel and Public Services, CWT, CWT-Special, and WECEP — Copyright date: up to date
TYPE OF MEDIA: Teacher guide, filmstrips and records — Reading level: 13
SUBJECT CONTENT: The filmstrips give an overview of basic office machines the students will likely come in contact with, how to answer the telephone and follow through with messages, etc., transmitting of mail and memos, how to deal with people and to help their employers get more done, basic filing and office systems, decisions a girl must make to be a secretary.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The only equipment needed is a filmstrip projector and a record player which are usually standard equipment or available from the Audio Visual Department. There is no additional cost to the use of this material. These are up-to-date filmstrips, telling it like it is. These filmstrips give the students more of an idea about the machines they use in an office, the set up of an office, the procedures in running an office smoothly, how to help one another in an office, and how to get along with people--the qualification which is top of the list if the student is to be happy and retain her job.

TITLE: BUSINESS FILING

CO 140 005

AUTHOR: Dr. Wanda Blocklus
PUBLISHER: Coronet Films
RELEVANT TO: Office
TYPE OF MEDIA: Filmstrips and records
6 filmstrips, 3 records--$55.00
6 filmstrips, 6 cassettes--$70.00
Copyright date: 1970
Grade level: 11-14
SUBJECT CONTENT: Total of six filmstrips covering: alphabetizing rules, alphabetic correspondence, other filing systems, charge and transfer methods, types of equipment, and data processing and microfilming.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Used to clarify individualized instruction of filing during that unit.

TITLE: BUSINESS LETTER TYPING (2ND ED.)

CO 140 006

AUTHOR: Casady and Casady
PUBLISHER: South-Western Publishing Company
RELEVANT TO: Office
TYPE OF MEDIA: Spiral-bound drill book
pp. 112--$2.58
Copyright date: 1973
Reading level: 10.5
SUBJECT CONTENT: Good up-to-date letters with problem situations--good review material and production skill building material.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This publication could be greatly used by students in the Office Education program. It could be used on an individual or large group basis.

TITLE: BUSINESS MACHINES PRACTICE SET

CO 140 007

AUTHOR: Albertson
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Teacher guide and workbook-textbook
55 jobs--$ in press
Revised: 1974
Reading level: 11
SUBJECT CONTENT: Projects for machines covering work in 6 departments within a company. All papers and forms are included in the book. (No typewriter is required)
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Advantage: can be used without a typewriter.

TITLE: BUSINESS MATH 130

CO 140 008

AUTHOR: R. Robert Rosenberg
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, WECEP, and School-leaver
TYPE OF MEDIA: Textbook and workbook
pp. 124--$1.86
Copyright date: 1968
Reading level: 11
SUBJECT CONTENT: Specifically designed for students in Office Occupations areas of study. Includes 30 units covering office oriented material and a review at the end.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Directly geared toward Office Occupations.

TITLE: BUSINESS MATH ON THE JOB--A PRACTICE SET — CO 140 009

AUTHOR: Rosenberg and Sexton
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, Personnel and Public Services, Marketing, CWT, WECEP, and School-leaver
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: Covers problems in all areas where math is handled by business people. No general review of math is given other than the problems.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Seems very basic--and possibly a bit too simple for some students. However, any student having problems in the area should find it helpful.

pp. 93--$1.86
Copyright date: 1969
Reading level: 12

TITLE: CHARM 'N THE OFFICE AND PROFESSIONAL PROJECTION — CO 140 010

AUTHOR: Bobbie Ray Bowler
PUBLISHER: Milady Publishing Corporation
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Teacher guide, slides, sound tapes (cassettes), reviews of lessons in many ways which are helpful. Slides very enjoyably done.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Combination of well-done slides and interesting commentary gives good instructional materials.

84 slides--48 minute tape
Copyright date: 1970
Listening level: 9-10

TITLE: CLERICAL OFFICE PRACTICE SET (2ND ED.) — CO 140 011

AUTHOR: Sandry
PUBLISHER: Pitman Publishing Company
RELEVANT TO: Office
TYPE OF MEDIA: Teacher guide, student manuals and supplies
SUBJECT CONTENT: Uses realistic office situations. Skills used are: handwriting, record-keeping, business arithmetic, filing, taking messages, and following directions. Materials are current.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Jobs are overlaping and progressive. Information from one is used later in another.

pp. 92 jobs--$2.00 inst. book
$4.56 supplies
Revised: 1973
Reading level: 10

TITLE: CLERICAL OFFICE TYPING — CO 140 012

AUTHOR: Lessenberry, Crawford, Erickson, Bartholome, and Warner
PUBLISHER: South-Western Publishing Company
RELEVANT TO: Inter-related, Office, CWT and WECEP
TYPE OF MEDIA: Student manuals, learning activity packages (4 LAPS)
SUBJECT CONTENT: LAPS cover: centering and tables, business forms, memo, letters, and reports. Integrated project learning.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Very good for low-ability students as a learning or a review of basic typing skills. Each LAP can be used where needed--the textbook is not needed in order to complete them.

pp. 70 each--$2.28 each
Copyright date: 1972
Reading level: 7

TITLE: COMPUTER PROGRAMMING WITH COBOL

CO 140 013

AUTHOR: Market and Hartford
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, Office, and WECEP
TYPE OF MEDIA: Teacher guide and textbook
SUBJECT CONTENT: Covers: introduction to Cobol, basic Cobol statements, the procedure division in Cobol, programming techniques using Cobol, and job control languages.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good for more advanced students.

pp. 216--text $3.90
instr. 1.50
Copyright date: 1974
Reading level: 13

TITLE: EFFECTIVE HUMAN RELATIONS

CO 140 014

AUTHOR: Fanning, Jennings, Santos
PUBLISHER: 3-M, Visual Products Division
RELEVANT TO: Office
TYPE OF MEDIA: Transparencies
SUBJECT CONTENT: 20 transparencies dealing with various traits or attitudes of employees and the effect of them on job performance.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: The transparencies would provide a basic understanding for the beginning of a unit on human relations with a text needed in addition to the transparencies.

Transparencies (20) - $35.00
Copyright: 1968
Reading Level: 10

TITLE: ELECTRONIC DATA PROCESSING WRITTEN FOR THE LAYMAN (THREE BOOKS)

CO 140 015

PUBLISHER: National Cash Register Company
RELEVANT TO: Office
TYPE OF MEDIA: Three booklets
SUBJECT CONTENT: Book 1: What is Data Processing? Book 2: What is Binary Arithmetic? Book 3: What is a computer? All simply written and well-illustrated.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should be good to use as a general introduction to data processing for students who have not taken any courses in this area, but who have a definite interest.

pp. 10-15 in ea. booklet--50¢ a booklet or $1.25 pkg.
Reading level: 14
Copyright date: up to date

TITLE: ELEMENTS OF COMPUTER PROGRAMMING: FORTRAN

CO 140 016

AUTHOR: Market and Hartford
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, Office and WECEP
TYPE OF MEDIA: Textbook and teacher guide
SUBJECT CONTENT: Covers: introduction to programming; requirements of the Fortran language; basic Fortran statements; debugging; reading and writing in Fortran; other Fortran characteristics; business and data processing, documentation, and advanced programming and summary.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory
COMMENT: Good for advanced students.

pp. 224--$3.90
$1.50 teacher's manual
Copyright date: 1973
Reading level: 13

TITLE: ESSENTIAL BUSINESS PRACTICE (2ND ED.) CO 140 017
AUTHOR: Charles G. Reighner pp. 10 practice sheets--$1.72
PUBLISHER: H. M. Rowe Company text--$1.44
RELEVANT TO: Office Revised: 1969
TYPE OF MEDIA: Teacher guide, textbook, study guide (working papers) Reading level: 10
SUBJECT CONTENT: Incorporates basic business math and the completing of business forms. Includes 10 practice sheets and 110 jobs to be completed. All forms needed are included with the working papers.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This set works very well as a culminating unit at the end of the year to reinforce the math and review the various business forms. Math practice sheets also work well as review before students begin work on the arithmetic machines.

TITLE: FLOW CHARTS--MACHINE MATHEMATICS CO 140 018
AUTHOR: Smith and Winters pp. 221--$3.00, wkbk $1.00
PUBLISHER: Victor Comptometer Corporation Copyright date: 1969
RELEVANT TO: Office Reading level: 8-9
TYPE OF MEDIA: Spiralbound textbook and study guide
SUBJECT CONTENT: A complete booklet which combines information found in most machine texts with information concerning computer math through the use of flow charts. This is one of two booklets in this course.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Very well done and the only booklet known to the evaluator which relates these two methods of math so completely.

TITLE: GREGG DICTATION (2ND ED.) CO 140 019
AUTHOR: Louis A. Leslie, Charles E. Zoubek and Madeline Striney pp. 448--$4.14
PUBLISHER: Gregg Division, McGraw-Hill Book Company Copyright date: 1971
RELEVANT TO: Office Reading level: text, 9.5-10,
TYPE OF MEDIA: Teacher guide, textbook and study guide wkbk., 9.5-10, student transcripts, 11
SUBJECT CONTENT: Serves as a link between shorthand theory and advanced dictation and transcription and serves as a terminal course for same.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Tapes available.

TITLE: THE GREGG OFFICE JOB TRAINING PROGRAM

CO 140 020
pp. variable--$165.00
Copyright date: 1973
Reading level: 6

AUTHOR: Albertson, Duchan, Foster, French, Hodges, Kirk, Norris, Krevolin, Poland, Risser and Sherster
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, Personnel and Public Services, CWT, CWT-Special, and WECEP
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manual, learning activity packages, teacher developed materials and in-basket jobs.
SUBJECT CONTENT: Fifteen individual job training programs designed to really prepare students for employment in a combination of high-frequency office jobs and give them a broad base of office skills. All skills are developed and applied in an integrated manner. The student may advance at his own pace.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: No additional equipment is necessary other than regular machines, desks, etc., found in a business education department. This set of materials may be used in cooperative vocational education on an individualized basis (with all students participating or only a few). It is particularly good for those students who are not on a job where they are getting varied experience. They are free to explore various jobs which gives them knowledge of office jobs they may not come in contact with through any other means.

TITLE: GREGG SHORTHAND (2ND ED.)

CO 140 021
pp. 320--$4.14
Copyright date: 1971
Reading level: text, 10

AUTHOR: John Robert Gregg, Louis A. Leslie and Charles E. Zoubek
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office
TYPE OF MEDIA: Teacher guide, filmstrips, textbook and sound tapes
SUBJECT CONTENT: Presents complete theory of Gregg Shorthand, including business vocabulary, some spelling and punctuation.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Tapes could be used for dictation purposes.

TITLE: GREGG SPEED BUILDING (2ND ED.)

CO 140 022
pp. 448--$4.47
Copyright date: 1972
Reading level: text, 9-10

AUTHOR: John Robert Gregg, Charles E. Zoubek, Louis A. Leslie, and William Mitchell
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office
TYPE OF MEDIA: Teacher guide. textbook and study guide (workbook)
SUBJECT CONTENT: Advanced shorthand--planned to develop student's ability to take dictation rapidly on newer and larger vocabulary and to transcribe letters rapidly and accurately in good form.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENSS: Satisfactory buy
COMMENT: Cassettes available for dictation purposes.

TITLE: GREGG TRANSCRIPTION (2ND ED.) CO 140 023
AUTHOR: Louis A. Leslie pp. 448--$4.47
PUBLISHER: Gregg Division, McGraw-Hill Book Company Copyright date: 1972
RELEVANT TO: Office Reading level: text, 14, wkbk., 10.5-11
TYPE OF MEDIA: Teacher guide, textbook, study guide and workbook
SUBJECT CONTENT: Teaches student to combine skills in shorthand and typewriting and to use his knowledge of English in the production of mailable letters.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Gives the student good apportunity to apply their learned skills in production of mailable letters.

TITLE: HOW TO READ A FINANCIAL REPORT (4TH ED.) CO 140 024
PUBLISHER: Merrill, Lynch, Pierce, Fenner & Smith, Inc. pp. 31--sample free
RELEVANT TO: Office and Marketing classroom set-small price
TYPE OF MEDIA: Reference book Copyright: 1973
SUBJECT CONTENT: Simple concepts and facts about working with financial reports. Reading level: 12
COST: Low
LEARNING EFFECTIVNEESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good for reference only. Suitable for individualizing instruction.

TITLE: IT'S FUN TO WRITE LETTERS & THE PERFECT SECRETARY CO 140 025
AUTHOR: Jane Eaton pp. 35 & 32 - Free
PUBLISHER: Eaton Paper Division of Tuftren Revised: 1973
RELEVANT TO: Office Reading Level: 10-11
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Both pamphlets are good handbooks of office manners, tricks of the trade, and proper forms of writing letters.
COST: Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENTS: Excellent supplementary aids for girls in Office Education. Good reminder to use in the classroom and on the job as well.

TITLE: JUST A SECRETARY CO 140 026
AUTHOR: First National City Bank 1 record and 1 filmstrip--$12.95
PUBLISHER: Educational Activities, Inc. Copyright: 1966
RELEVANT TO: Office and WECEP Listening level: 10-11
TYPE OF MEDIA: Teacher guide, filmstrips, and records
SUBJECT CONTENT: Through the record and filmstrip: It shows all things a secretary must be on her job. And, it explains and shows examples of each in a very clear and interesting way. (Uses a cartoon style to some extent).
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Uses a filmstrip projector and record player--or a combined unit. Does very well in showing the important position that a secretary has in the company.

TITLE: JUST A TELLER

CO 140 027

AUTHOR: First National City Bank
PUBLISHER: Educational Activities, Inc.
RELEVANT TO: Office and WECEP
TYPES OF MEDIA: Teacher guide, filmstrip and record
1 record and 1 filmstrip--$12.95
Copyright: 1967
Listening level: 10-11
SUBJECT CONTENT: Through the record and filmstrip: Introduction to the makeup of a metropolitan bank, with people in the bank all being important; does a very good job of covering all types of problems a teller may experience. Uses cartoon style to some extent.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Only needs a filmstrip projector and a record player--or a combined unit. Good for relating information about one particular type of job.

TITLE: KEYPUNCH, TEXT WORKBOOK

CO 140 028

PUBLISHER: ITT Educational Services, Inc.
RELEVANT TO: Inter-related, Industrial, Office, Marketing, and CWT
TYPE OF MEDIA: Programmed learning materials, textbook, and student manuals
pp. 264 - $10.13
Revised: 1969
Reading level: 11
SUBJECT CONTENT: Introductory course in data processing and more specifically, keypunch.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very good introductory course in data processing and keypunch. Need keypunch equipment in order to develop keypunch operator. There are ample reinforcement exercises to use.

TITLE: MEDICAL TYPING

CO 140 029

AUTHOR: Frances Way Edmondson
PUBLISHER: G. P. Putnam's Sons
RELEVANT TO: Office
TYPE OF MEDIA: Textbook
pp. 183
Copyright: 1965
Reading level: 13
SUBJECT CONTENT: A thorough coverage of dictionary usage (regular and medical); a review of medical reference material; and medical typing.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: For a student with a very definite interest in going into a medical career.

TITLE: OFFICE MACHINES COURSE: ADDING AND CALCULATING MACHINE (4TH ED.) CO 140 030

AUTHOR: Cornelia, Pasework and Agnew
PUBLISHER: South-Western Publishing Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Teacher guide, textbook and workbook
pp. 60--$2.60
Copyright: 1971
Reading level: 8
SUBJECT CONTENT: Incorporates the use of all arithmetic machines with problem solutions which are practical to office skills. Directions well written.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The workbook can be used very well for all types of uses, from individual instruction to large group instruction. It can also be used in one semester or broken up and used during the year at various times.

TITLE: OFFICE OCCUPATIONS — CO 140 031

PUBLISHER: Delmar Publishers — pp. 48--$1.05
RELEVANT TO: Office and WECEP — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials — Reading level: 9
SUBJECT CONTENT: Covers lessons in programmed layout; nature of the work; education and training needed; personal qualities needed; where the jobs are; wages and benefits; and tests.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good for general exploration of office occupations.

TITLE: OFFICE PRACTICE FOR TYPISTS (2ND ED.) — CO 140 032

AUTHOR: Charles G. Reigner — pp. 31 assignments--text, $1.20; papers, $3.08
PUBLISHER: H. M. Rowe Company — Revised: 1966
RELEVANT TO: Inter-related; Office, CWT, WECEP — Reading level: 14
TYPE OF MEDIA: Teacher guide, textbook and study guide
SUBJECT CONTENT: Covers all types of typical business typing. Instructions are given in conversation form, as they would be in an office.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is a very effective review business typing set. Effective at the beginning of the year as a review--or incorporated into the year's work as a general review.

TITLE: OFFICE PRACTICE: MANNERS AND CUSTOMS — CO 140 033

AUTHOR: Dr. James R. Meehan — Film (13 1/2 min.)--$175.00 color
PUBLISHER: Coronet Films — Copyright: 1972
RELEVANT TO: Office — Grade level: 11-12
TYPE OF MEDIA: Film
SUBJECT CONTENT: First day on a new job--what to be careful of, what to look for, and how to act.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is a very good film to use as an introductory to a student's first day on the job. A good discussion should follow the film.

TITLE: OFFICE STYLE DICTATION TAPES — CO 140 034

AUTHOR: Eleanor Skimin and Patsy McMurtrie — 4 tapes--$30.00
PUBLISHER: Teaching Aids, Inc. — Copyright: 1971
RELEVANT TO: Inter-related, Office, CWT, CWT-Special, WECEP and School-leaver — Grade level: 11-12
TYPE OF MEDIA: Sound tapes
SUBJECT CONTENT: Introduces the learner to varying techniques and idiosyncrasies of dictators, including speaking, repeating, inserting, and correcting. Dictation is given in three different companies. Each assignment is preceded with specifications to be used in that office; there is much stress put on listening and following directions.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: No special equipment is necessary other than typewriter, recorder, and/or console with channels. This is excellent material for girls who don't get dictation experience from various people, but who are called in for dictation with no forewarning. It is a vocabulary-building technique and a measure for emphasizing listening and following directions. It must be used intermittently--not as an everyday instruction or even several days in succession.

TITLE: PRACTICAL OFFICE TYPEWRITING

CO 140 035

AUTHOR: Rosen and Cleary
PUBLISHER: Pitman Publishing Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Teacher guide, textbooks and working papers
pp. 53 jobs--$2.33 text & $6.47 supplies
Revised: 1969
Reading level: 10
SUBJECT CONTENT: Contains fifty-three typing jobs grouped by business departments. Gives students not only typing skills but also training in office procedures and information.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COMMENT: Good for office simulation course. Gives advanced work in typing--some different jobs than usually found in typing texts--more practical to actual office work.

TITLE: PROGRAMMED GREGG SHORTHAND, EXPERIMENTAL EDITION

CO 140 036

AUTHOR: Hosler, Condon, Grubbs and Hoffman
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Office and Personnel and Public Services
TYPE OF MEDIA: Programmed learning materials, textbook and cassettes
pp. 478--$8.25
Copyright: 1969
Reading level: 8-9
SUBJECT CONTENT: Text workbook set-up very good, lesson for lesson, but cassettes are for each review lesson at the end of each chapter and great along with book for catch-up review or help for slow learners.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Very good for students working along to "brush up" on his first semester of shorthand. (individualized instruction)

TITLE: PROJECTS IN CLERICAL RECORD KEEPING (3RD ED.)

CO 140 037

AUTHOR: Henry J. Rosenberg
PUBLISHER: South-Western Publishing Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Textbook and workbook
pp. 337--$3.76
Copyright: 1968
Reading level: 11
SUBJECT CONTENT: Contains projects for six companies. Covers many duties and the projects can be ordered separately at about 80¢ to $1.20 per set.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Well written and can be split and used at various times for various students.

TITLE: SECRETARY, A NORMAL DAY

CO 140 038

AUTHOR: Dr. James R. Meehan
PUBLISHER: Coronet Films
RELEVANT TO: Office
TYPE OF MEDIA: Film
Film (11 min.)--$65.00 black & white
$130.00 color
Copyright: 1966
Grade level: 11-12
SUBJECT CONTENT: Describes basic duties of secretaries such as filing, typing and transcription, recording of shorthand, message taking, etc.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent for a shorthand-secretarial class.

BEST COPY AVAILABLE

TITLE: THE SECRETARY ON THE JOB — CO 140 039

AUTHOR: Mary Witherow
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office and WECEP
TYPE OF MEDIA: Learning activity package and practice set
28 jobs--$2.34
Copyright: 1967
Reading level: 13
SUBJECT CONTENT: A set of 28 jobs well written. Includes general directions and samples of items to be typed. Some material is dictated by the instructor.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Could be very useful for a student who has completed two years of typing, business machines and shorthand. A good set to use at the end of the year for office occupations or a model office course.

TITLE: SECRETARIES ON THE SPOT — CO 140 040

PUBLISHER: National Secretaries Association
RELEVANT TO: Office, WECEP
TYPE OF MEDIA: Reference book, textbooks
pp. 156 - $4.00
Revised: 2nd edition
Reading level: 12
SUBJECT CONTENT: A book of problem situations for secretaries. Covers such areas as new job, human relations, communications, office records, secretarial duties. Also includes report of action actually taken in situations given.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This could be beautifully used for general discussion purposes periodically during the year. With the report of action taken being included it is just that much better.

TITLE: SPELLING DRILLS AND EXERCISES - PROGRAMMED FOR THE TYPEWRITER — CO 140 041

AUTHOR: Brendel and Near
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, Personnel and Public Services, CWT, WECEP, and School-leaver
TYPE OF MEDIA: Programmed learning materials
pp. 108--$1.68
Copyright: 1968
Reading level: 10.5-11
SUBJECT CONTENT: Well written material covering all areas of spelling and its problems. Includes lessons and tests.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should be a big help to students with problems in this area. Material can be used with or without a typewriter. Suitable for individualizing instruction.

TITLE: STATISTICAL TYPING WITH TABULATION PROBLEMS (2ND ED.) — CO 140 042

AUTHOR: S. J. Wanous
PUBLISHER: South-Western Publishing Co.
RELEVANT TO: Office
TYPE OF MEDIA: Textbook (paperback)
pp. 62--$1.52
Copyright: 1956
Reading level: 9
SUBJECT CONTENT: Supplementary book including: figure and symbol key drills; basic tabulation information, tabulation problems, business papers with tabulations, tabulation tests. Most problems are short.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: A very good supplemental text for extra work on statistical copy of all types. Good for student review and brush up work. Has various types of tabulation problems sectioned off for easier usage.

BEST COPY AVAILABLE

TITLE: TELETRAINING FOR BUSINESS STUDIES — CO 140 043

AUTHOR: American Telephone and Telegraph Company
PUBLISHER: Bell Telephone Companies, Distributors
RELEVANT TO: Inter-related, Office, Marketing, CWT-regular, WECEP
SUBJECT CONTENT: Covers such areas as: suggested procedures, basic telephone information, distributive education, and the telephone; additional aids and information and role-playing materials.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Materials can be used with or without the teletrainer unit provided by the telephone company.

pp. 120--free
Revised: 1965
Reading level: 10

TITLE: 10,000 MEDICAL WORDS — CO 140 044

AUTHOR: Edward E. Byers, Ed.D.
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Health, Office and School-leaver
SUBJECT CONTENT: Medical words spelled and divided for quick reference. Also has a reference section of medical abbreviations and acronyms.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent reference for anyone working in medical areas where they must write, type or transcribe medical terms. The book is small so it is easily slipped into a pocket or purse.

pp. 122--$2.34
Copyright: 1972
Reading level: 13+

TITLE: "TYPING DO'S & DUD'S; PERSONALITY UGH; TYPING HABITS, UGH" — CO 140 045

PUBLISHER: Poster Visual Aids
RELEVANT TO: Inter-related, Office, Personnel and Public Services, Marketing, CWT, CWT-Special, WECEP, and School-leaver
TYPE OF MEDIA: Posters
SUBJECT CONTENT: Humorous posters portraying all types of emphasis in the three areas covered by the posters--8 x 11 size.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be very effectively worked into a bulletin board display.

24 posters--$8.00
set of 12--$4.00
set of 6--$2.00
Reading level: 6-10

TITLE: TYPEWRITING OFFICE PRACTICE SET — CO 140 046

AUTHOR: Esther Sandry
PUBLISHER: Pitman Publishing Corporation
RELEVANT TO: Office
TYPE OF MEDIA: Teacher guide, textbook, envelope of supplies
SUBJECT CONTENT: The student becomes a member of a typing pool in the main office of a merchandiser. Provides 40 different jobs (plus overtime jobs) in all areas of office work.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Gives students an opportunity to explore work in many areas within a company. Also, all directions are given in the form of actual verbal communications. Student must think and use skills already learned in basic typing courses. Text is re-usable.

40 jobs--text, $1.60; supplies, $3.60
Copyright: 1961
Reading level: 10

TITLE: TYPING MAILABLE LETTERS (2ND ED.)

CO 140 047
pp. 158--$2.04
Revised: 1969
Reading level: 11

AUTHOR: Liles, Brendel and Krause
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-related, Office, CWT and WECEP
TYPE OF MEDIA: Textbook and letterhead available
SUBJECT CONTENT: Integrates into typing of letters much work on punctuation, spelling, proofreading, letter placement and correspondence courtesies.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Instructions are simply and clearly given. Also reviews basic rules of letter writing.

TITLE: TYPING 75--PROFESSIONAL (COLLEGE TEXT)

CO 140 048
Copyright: 1971
Reading level: 10

AUTHOR: Alan C. Lloyd, John L. Rowe and Fred E. Winger
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Inter-Related, Office, Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, textbook, student manuals, learning activity packages, and teacher developed materials(tapes, slides and filmstrips).
SUBJECT CONTENT: This is a learning strategy for typing at the level used in employee training departments of businesses and industries. This book is compiled to give a review for keyboard speed and control; job units for particular business--the student learns about the business as well as the office work involved in the business. It is an exploration of business and industry.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It is excellent to introduce students to various businesses and industries and how they can fit into these opportunities. These units should include speakers and field trips to reinforce what they learn from the typing units. This works very satisfactorily. No additional equipment is needed other than regular room equipment--typewriters. A filmstrip projector, tape recorder, movie projector, EDL machine, etc. are very helpful, but not an absolute necessity.

TITLE: WORKBOOK FOR MEDICAL SECRETARIAL PROCEDURES

CO 140 049
pp. 136--$3.16
Copyright: 1966
Reading level: 13

AUTHOR: Miriam Bredow
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Office
TYPE OF MEDIA: Learning Activity Package
SUBJECT CONTENT: Workbook covers medical terminology, sample forms used in medical offices, and tear-out quiz page for material covered in the text, Medical Secretarial Procedures.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is an excellent resource for a student in a medical surrounding. It gives very basic terminology.

TITLE: THE ANATOMY OF A SALE

CO 040 001
100 frames - $5.00
Copyright: 1972
Grade level: 11-12

PUBLISHER: Sears, Roebuck and Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, filmstrip, record, student manual
SUBJECT CONTENT: Filmstrip and record provide insight into the sales techniques used in the retailing industry.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good to best buy
COMMENT: As a part of a unit on sales or consumerism, this filmstrip and record are of excellent quality and content.

TITLE: ASK FOR THE ORDER AND GET IT

CO 040 002
30 min. - $395.00
Copyright: 1973
Viewing level: 12-14

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Joe Battan demonstrates five ways to close a sale by asking the right closing questions. An excellent "How to do it" film on a difficult concept to master.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained free by local D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: ASSORTED PAMPHLETS AND BROCHURES FOR TELEPHONE KNOWLEDGE AND SKILL DEVELOPMENT

CO 040 003
Kit - Free
Reading Level: 7-11
Copyright: Up-to-Date

AUTHOR: American Telephone and Telegraph Co.
PUBLISHER: Bell Telephone Companies, Distributors
RELEVANT TO: Inter-Related, Industrial, Office, Marketing & CWT
TYPE OF MEDIA: Teacher Guide, films, filmstrips, slides, programmed learning materials, periodicals, pamphlets, study guide and student manuals.
SUBJECT CONTENT: History, development usage, and skill development on the telephone.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: Excellent for individual instruction for a cooperative student interested in a telephone career. Good pamphlets on proper usage, history, telephone tips, and how to succeed on the telephone.

TITLE: BASIC SALESMANSHIP

CO 040 004
21 transparencies - $65.00
Copyright: 1967
Grade level: 11-12

AUTHOR: H. R. Cheshire
PUBLISHER: Colonial Film and Equipment Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, transparencies
SUBJECT CONTENT: Series of transparencies which explain the concepts of sales and salesmanship techniques.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Seems to be adaptable to a Marketing and Distribution curriculum regardless of the text being used.

TITLE: BEAT THE MARKET — CO 040 005
AUTHOR: Arthur R. Olsen — Games (5)
PUBLISHER: South-Western Publishing Co. — Copyright: 1973
RELEVANT TO: Marketing — Reading level: 6
TYPE OF MEDIA: Simulation games
SUBJECT CONTENT: There are five games which simulate economic price determination in limited markets and competitive markets.
COST: Below Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: As basic and repetitious as the games are, the content and follow-up after completing the game is quite intricate. Material is on an advanced level.

TITLE: BIGS SUPERMARKET: IN-BASKET PROGRAM FOR MANAGEMENT TRAINEES — CO 040 006
AUTHOR: Gene A. German — Kit - $2.95
PUBLISHER: Chain Store Publishing Company — Copyright: 1973
RELEVANT TO: Inter-Related, Marketing — Reading level: 9
TYPE OF MEDIA: Teacher guide, student manuals
SUBJECT CONTENT: Management problem composed of day by day problems encountered in supermarket management. Consisting of two parts: 1) setting priorities, and 2) ability to communicate. The program is self contained in one kit.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Should be used with two other kits (Chesley and Lenroc) for a total program. May be a little too advanced for high school, but excellent for grades 13 and 14.

TITLE: CAREER INFORMATION UNIT FOR DISTRIBUTIVE EDUCATORS — CO 040 007
PUBLISHER: Distributive Education Materials Laboratory - Ohio — pp. 200 - $2.50
RELEVANT TO: Marketing, WECEP, School-leaver, Career information class, Exploratory class — Copyright: 1973
TYPE OF MEDIA: Teacher guide, student manuals — Reading level: 9
SUBJECT CONTENT: A handbook containing objectives, activities, forms and information on 25 clusters in the marketing cluster to use as a course to introduce the field of marketing to students.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent! Needed as a course of study in every Marketing and Distribution program.

TITLE: CAREERS IN RETAILING — CO 040 008
PUBLISHER: Ohio State Council of Retail Merchants — pp. 32 - Free
RELEVANT TO: Marketing — Reading level: 12
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: A careers information book with emphasis on retailing careers in the state of Ohio. Information is presented on 45 careers not all being typical "retailing" careers.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good "free" resource for career library. Quick explanation about the career areas.

TITLE: CAREER OPPORTUNITIES: MARKETING, BUSINESS, AND OFFICE SPECIALISTS

CO 040 009

AUTHOR: Garland D. Wiggs, ed.
PUBLISHER: J. G. Ferguson Publishing Co.
RELEVANT TO: Inter-Related, Office, Marketing
TYPE OF MEDIA: Teacher guide, reference book
pp. 382 - $11.95
Copyright: 1970
Reading level: 16
SUBJECT CONTENT: Examines in detail 26 occupational fields that the business, marketing and office specialize in, showing over 300 specific job opportunities.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Seems to be quite comprehensive in the inclusive occupations. Great attention is paid to job requirements, trends, salary, methods of acquiring the job and advancement possibilities.

TITLE: CASE STUDIES IN MARKETING AND DISTRIBUTION

CO 040 010

AUTHOR: Rath, Tapp, and Mason
PUBLISHER: The Interstate Printers and Publishers, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbook
pp. 175 - $2.00
Copyright: 1965
Reading level: 10-12
SUBJECT CONTENT: This book provides genuine "thinking material"--twenty-five case studies in marketing and distribution which have been taken from actual experience. Only the names and places have been changed. These cases will assist distributive education and other marketing students in learning to make valid decisions based on sound judgments.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Effectivenly used, these case studies become guides in developing decision-making abilities by stressing the process of logical thinking rather than that of methodical memorizing. The cases provide active opportunities for learning from a variety of experiences. The case studies are arranged in order of difficulty.

TITLE: CREATIVE DISTRIBUTION SERIES

CO 040 011

PUBLISHER: Fairchild Publications, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Slides and script
4 programs - slides
$80.00 per set
Copyright: 1970-1972
Grade level: 11-12
SUBJECT CONTENT: This series brings together a variety of programs all containing creative and innovative approaches in a diverse number of distributive areas, i.e., display new storetypes, original selling avenues--to name a few.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The series includes four programs, each with a distinctive focus. Surveying the nation for new tendencies in display and all forms of customer-store communications is done by New Trends in Advertising, Promotion & Display. A similar job is done on overseas marketing in Lessons in Marketing from Abroad. Four problem areas--service, departmental looks, use of gimmicks and merchandising combinations--are the subject of Profitable Merchandising Techniques. And two case histories on one of the exciting developments in retailing--do-it-yourself in both fashion and home furnishings--are dramatically documented in Promoting New Merchandise Ideas.

BEST COPY AVAILABLE

TITLE: COMMUNICATION IN DISTRIBUTION — CO 040 012
AUTHOR: June Huckabee — pp. 175 - $7.00
PUBLISHER: University of Texas/Instructional Materials Service — Copyright: 1968
RELEVANT TO: Marketing — Reading level: Teachers
TYPE OF MEDIA: Teacher guide
SUBJECT CONTENT: A discussion manual on the art of communication. Units include listening and observing, reading, oral communication, and written communication.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Communications are a very important part of a cooperative marketing program. This text is a good source of reference for a unit in communications.

TITLE: D.E. CLUBS OF AMERICA-TRANSPARENCIES — CO 040 013
AUTHOR: H. R. Cherhire — 17 transparencies - $25.00
PUBLISHER: Colonial Film and Equipment Co. — Copyright: 1967
RELEVANT TO: Marketing — Reading level: 10-12
TYPE OF MEDIA: Teacher guide, transparencies — Grade level: 10-12
SUBJECT CONTENT: Very in-depth discussion of all aspects of the D.E.C.A. organization. Cannot be used as a primer for competitive events.
COST: Average-to-low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory-to-best buy
COMMENT: For the beginning coordinator this could be an effective method of explaining the structure of the D.E.C.A. organization.

TITLE: DISTRIBUTION AND DISTRIBUTIVE CAREERS — CO 040 014
AUTHOR: Grandfield and Gold — pp. 96 - $1.75
PUBLISHER: Fairchild Publications, Inc. — Copyright Date: 1972
RELEVANT TO: Marketing — Reading Level: 10-12
TYPE OF MEDIA: Textbook, Student manual
SUBJECT CONTENT: Paperback book which highlights the fundamental elements of distribution, the economic system, channels of distribution, distributive education and occupations, and finding a job.
COST: Average to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: It appears to make use of the students' participation. There are activities which could be completed within the manual. This might best be used in a "prep" course to the cooperative class or at the very beginning of the year in the coop class.

TITLE: DISTRIBUTIVE EDUCATION MANUALS AND PROJECTS IN MARKETING — CO 040 015
AUTHOR: Different for each manual — pp. 100/manual - $2.00
PUBLISHER: Gregg Division, McGraw-Hill Book Company — Copyright: Range--1969-1970
RELEVANT TO: Office, Marketing — Reading level: 12-14
TYPE OF MEDIA: Teacher guide, reference book, textbooks, and student manuals
SUBJECT CONTENT: 17 individual manuals dealing with all areas of the marketing process. Each manual contains activities, projects and case problems related to the topic.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Areas covered by the manuals include marketing activities, basic and social skills and general business. The manuals can be used to help students in their career choice at relative low cost at about $2/manual.

TITLE: DISTRIBUTIVE EDUCATION NOTEBOOK

CO 040 016

AUTHOR: Rath and Mason
PUBLISHER: The Interstate Printers and Publishers, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Study guide, student manual, workbook
pp. 312 - $2.75
Copyright: 1963
Reading level: 10.5-11

SUBJECT CONTENT: The content of this notebook has been selected to lead the student through a systematic recording of his experiences in the coop program.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This notebook provides exercises and forms which include establishing a career objective, training stations, developing training plans, human relations, mathematics, and D.E.C.A.

TITLE: DISTRIBUTIVE EDUCATION: SELLING AS A CAREER

CO 040 017

PUBLISHER: Universal Education and Visual Arts
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, filmstrips, records
multi-media - $68.00
Copyright: 1970
Grade level: 11-12

SUBJECT CONTENT: Material deals with the sales process including: selling as a career, the economics of selling, the product, why people buy, selling techniques, objectives and objections, and new horizons in selling.
COST: Average
LEARNING EFFECTIVENESS: Normal to very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENT: Since the frames are cartoons, they are not as quick to become outdated. Material is well done and can be integrated.

TITLE: DISTRIBUTIVE EDUCATION WORK-EXPERIENCE MANUAL

CO 040 018

AUTHOR: Carlo Murphy and Scott
PUBLISHER: Delmar Publishers
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, student manual
pp. 408 - $3.15
Copyright: 1970
Reading level: 9&10

SUBJECT CONTENT: This unique material for marketing and distribution programs contains 40 weekly assignments designed to relate the student's experiences and progress at his training station. Weekly reports are maintained in the record folder supplied with each text.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The manual could be effective as a supplementary material. It appears very basic in its approach.

TITLE: FAIRCHILD VISUALS - CAREER SERIES

CO 040 019

PUBLISHER: Fairchild Publications, Inc.
RELEVANT TO: Personnel and Public Services, Marketing
TYPE OF MEDIA: Slides and script
5 programs - slides
$80.00 per set
Copyright: 1971-1973
Viewing level: high school

SUBJECT CONTENT: This series consists of five different career areas in marketing and retailing and it is still being expanded.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This series of career areas in marketing and retailing consists of the following areas: Careers in Home Furnishings, Careers in Department Stores, Careers in Service Stations, Careers in Fashion, and Career in Food Merchandising. Many careers are discussed and these programs would be an excellent resource for a marketing and distribution program.

BEST COPY AVAILABLE

TITLE: HOW TO INVEST (WHAT EVERYBODY OUGHT TO KNOW ABOUT THIS STOCK AND BOND BUSINESS)

CO 040 020

PUBLISHER: Merrill, Lynch, Pierce, Fenner & Smith, Inc.
RELEVANT TO: Office and Marketing
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Information about the who, what, who, where, how and when of investing.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good as reference material for students and teacher.

pp. 47--sample free
classroom set nominal
Copyright: 1971
Reading level: 11-12

TITLE: IRWIN PROGRAMMED LEARNING AID SERIES

CO 040 021

AUTHOR: Different for each book
PUBLISHER: Learning Systems Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Programmed learning materials, study guide and student manuals
SUBJECT CONTENT: Each of the texts contains condensed information pertinent to the stated title. Very concise and reinforcing method of presenting material is used.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: These programmed learning manuals are only suggested for those high school students who are in an advanced cooperative class, and who can handle college reading material. These materials should be used only as supplemental.
Some of the titles of the study guides are:

PRINCIPLES OF INSURANCE
PRINCIPLES OF MARKETING
RETAILING: MODERN CONCEPTS AND PRACTICES
PRINCIPLES OF SALESMANSHIP
PERSONNEL ADMINISTRATION
PERSONAL FINANCE

pp. 147-140 - $2.95 to $3.50
Copyright: 1970-1973
Reading level: College

TITLE: KUP'S SHOW ON SALESMANSHIP

CO 040 022

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Moderated by Irv Kupcinet. A panel of five top salesmen representing a variety of products and service discuss how to sell successfully.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

30 min. - $350.00
Copyright: Up to date
Viewing level: 12-14

TITLE: MAKE IT HAPPEN

CO 040 023

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Filmed on location. Julius Boros explains that principles that are used to win a golf tourney are able to be applied to winning salesmanship.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

30 min. - $395.00
Copyright: 1973
Viewing level: 12-14

TITLE: MARKETING AND DISTRIBUTION

CO 040 024

AUTHOR: Mason, Rath and Ross
PUBLISHER: Gregg Division, McGraw-Hill Book Co.
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbook
pp. 566 - $6.68
Revised: 1974
Reading level: 12-13
SUBJECT CONTENT: Topics included in this text are involved with the marketing process--consumer and industrial markets, channels of distribution, research, management, promotion and selling and careers.
COST: Below Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This book takes a broad approach in discussing topics--does not deal specifically with the retailing industry. It is a new edition so the content is up to date.

TITLE: MONEY MANAGEMENT FILMSTRIP LIBRARY

CO 040 025

PUBLISHER: Household Finance Corporation
RELEVANT TO: Inter-Related, Personnel and Public Services, Marketing, CWT.
TYPES OF MEDIA: Teacher guide, filmstrips, pamphlets, records and study guides
5 filmstrips--$10.00
Reading level: 10
Grade level: 10-12
SUBJECT CONTENT: Covers the identification and use of credit, the advantages of planning for the use of money, and the shopper's role as a purchasing agent, customer, and citizen. The food dollar and clothing dollar are included.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent resource for discussion of individual money problems via case studies. Students would gain much information needed for the wise use of the money they are earning on the job.

TITLE: MONEY MANAGEMENT LIBRARY

CO 040 026

AUTHOR: Money Management Institute
PUBLISHER: Household Finance Corporation
RELEVANT TO: Inter-related, personnel and public services, marketing
TYPE OF MEDIA: Teacher guide and pamphlets
$3.00--12 pamphlets
Copyright date: 1972
Reading level: 11.5-12
SUBJECT CONTENT: Offers guides for an overall money management program; planning and shopping for food, clothing, housing, home furnishings, equipment and cars; credit, savings and investments, health and recreation and tips for children handling money.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used for individual research for setting up own money management plan.

TITLE: MYSTERY OF SELLING TO WOMEN

CO 040 027

AUTHOR: Elizabeth Ann Toth
PUBLISHER: Distributive Education Materials Laboratory - Ohio
RELEVANT TO: Marketing
TYPE OF MEDIA: Reference book
pp. 89 - $3.00
Copyright: 1973
Reading level: 11-12
SUBJECT CONTENT: Salesmanship manual with the emphasis on dealing with the woman customer. Contains a brief teaching outline.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A really well done book. It discusses some things that haven't been discussed before concerning sales.

TITLE: NCR CENTURY OPERATOR'S COURSE — CO 040 028

AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Office, Marketing
TYPE OF MEDIA: Programmed learning materials, pamphlets, student manual
SUBJECT CONTENT: Short course to teach the basic knowledge of the operation of the hardware and software of the system. Enables student to perform basic utility routines.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: If one uses the actual equipment along with the manual, the cost factor becomes too great for its usefulness. Otherwise, good for independent study for a student interested in cash register equipment.

set - $4.10
Copyright: 1970
Reading level: 12

TITLE: N.C.R. CHECKER TRAINING PROGRAMMED INSTRUCTION COURSE — CO 040 029

PUBLISHER: The National Cash Register Co.
RELEVANT TO: Inter-Related, Marketing and CWT
TYPE OF MEDIA: Programmed Learning Materials
SUBJECT CONTENT: A series of seven programmed learning manuals to be utilized by the cashier-checker in a supermarket.
COST: Average-to-Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very Good Buy
COMMENTS: The first reactions appear a little basic and oriented only to N.C.R. registers, but the later units have universal application and appear educationally sound.

pp. 126-190 - $15.80
$15.80 with administrator's guide
$15.50 w/o the guide
Copyright: 1970
Reading level: 9

TITLE: OKLAHOMA DISTRIBUTIVE EDUCATION COURSE OF STUDY — CO 040 030

AUTHOR: Joe Amos, Curriculum Specialist
PUBLISHER: Oklahoma State Board of Vocational & Technical Education
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, student manuals, transparencies (masters), assignment sheets, tests and keys, and forms
SUBJECT CONTENT: This series of curriculum materials for the Marketing and Distribution program include nine topics of 25 units of instruction. Suggestions for implementing the curriculum are included to facilitate its use.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This series of curriculum guides for the Marketing and Distribution program appear to be very comprehensive and include transparencies, masters, tests, assignments sheets, and handouts. A Marketing and Distribution coordinator would find this an invaluable aid.

pp. 3000 - I, $12.00
II, $15.00, III, $12.00
Copyright: 1973
Reading level: Teacher materials

TITLE: ORIENTATION TO DISTRIBUTIVE EDUCATION — CO 040 031

AUTHOR: H. R. Cheshire
PUBLISHER: Colonial Film and Equipment Company, Inc.
RELEVANT TO: Marketing
TYPE OF MEDIA: Teacher guide, transparencies
SUBJECT CONTENT: General overview of the D.E. program from theoretical point of view. Wide range of possible audiences.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Seems to be favorable as a teaching device to explain concepts of a Marketing and Distribution program.

17 transparencies - $50.00
Copyright: 1967
Grade level: 10-12

TITLE: PERSONALITY DEVELOPMENT FOR BUSINESS
CO 040 032
AUTHOR: Allien R. Russon
PUBLISHER: South Western Publishing Co.
pp. 248 - $4.40
Copyright: 1973
RELEVANT TO: Inter-related, office, marketing, CWT
Reading level: 12
TYPE OF MEDIA: Textbooks
SUBJECT CONTENT: Oriented to career in business and discusses topics such as success, personality psychology, and getting a job as parts to the overall development of someone pursuing a business career.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Case problem and end of chapter problems are well done and help to reinforce concepts from book.

TITLE: PERSONALLY YOURS
CO 040 033
PUBLISHER: Milady Publishing Corporation
pp. 268 - $3.46
RELEVANT TO: Office, Personnel and Public Services, Marketing
Copyright: 1966
TYPE OF MEDIA: Student manual
Reading level: 9.5
SUBJECT CONTENT: A workbook following closely the text Guide to Beauty, Charm and Poise. Covers units on wardrobe, posture, voice, social skills, personality, grooming, job success, and health. Excellent check lists and rating scales.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful in related classes, career orientation groups; must accompany text Guide to Beauty, Charm and Poise.

TITLE: POUR IT ON
CO 040 034
PUBLISHER: Dartnell Corporation
30 min. - $395.00
RELEVANT TO: Marketing
Copyright: 1973
TYPE OF MEDIA: Film
Viewing level: 12-14
SUBJECT CONTENT: Five point personal motivation program for salesman described by Bobby Hull.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by a D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: THE PROFESSIONAL
CO 040 035
PUBLISHER: Dartnell Corporation
30 min. - $375.00
RELEVANT TO: Marketing
Copyright: up to date
TYPE OF MEDIA: Film
Viewing level: 12-14
SUBJECT CONTENT: Shows why the salesman is in the most important business in the world. Discusses the principles of effective salesmanship.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: RETAIL ACCOUNTING

CO 040 036
pp. 39 - $.50
Copyright: 1970
Reading level: 12

AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Office, Marketing
TYPE OF MEDIA: Programmed learning materials, pamphlets, and student manual
SUBJECT CONTENT: Illustrates, in detail, typical retail transactions and how they should be recorded from an accounting standpoint.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Average to very good buy
COMMENT: Provides good independent study for students interested in accounting.

TITLE: RETAILING PRICIPLES & PRACTICES

CO 040 037
pp. 616 - $6.63
Revised: 1974
Reading level: 10

AUTHOR: Richert, Mayer, Haines, Harris
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: The text consists of all segments of the present retailing industry; career development, selling, serving the customer, operations/management, merchandising and sales promotion.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It appears the organization and structure of this text will optimize the learning situation. Up-to-date information, use of case problems, and interesting copy all add to the book.

TITLE: SECOND EFFORT

CO 040 038
28 min. - $350.00
Copyright: 1973
Viewing level: 12-14

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Filmed on location in Green Bay, Wisconsin. Vince Lombardi shows motivational principles he used in football can apply to a successful salesman.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: SELLING - THE GREAT CAREER

CO 040 039
multi-media - $ 350.00
Copyright: Up to date
Viewing level: 9-14

PUBLISHER: Dartnell Corporation
RELEVANT TO: Marketing
TYPE OF MEDIA: Filmstrips, records, sound tapes
SUBJECT CONTENT: Six 10-minute filmstrips explain the career of selling as a professional career. Discusses the basics of successful salesmanship.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

BEST COPY AVAILABLE

TITLE: SELL-IN LESSON — CO 040 040

PUBLISHER: American Supply Association
RELEVANT TO: Office, Marketing
TYPE OF MEDIA: Reference book, study guide
SUBJECT CONTENT: A unit reference guide broken into important phases (lessons) of sales and marketing. Question and answer sheets are provided for each unit.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very specific in nature, would make an excellent manual for developing sales techniques.

24 lessons - $170.00
Copyright: 1971
Reading level: 12

TITLE: THE SMILE OF SUCCESS (SERVICE WITH A SMILE) — CO 040 041

AUTHOR: Kelly G. Vester
PUBLISHER: Business Builders Division of Food Service Guides
RELEVANT TO: Office, Marketing, In-Service Training in Business
TYPE OF MEDIA: Teacher guide, student manuals, sound tapes
SUBJECT CONTENT: Leadership training. A positive approach to personal development and career success. Greater self-knowledge, confidence, efficiency, positive thoughts, and determined action. Key phrase: "Positive thought...Determined Action...Desired Results...$$$." Cassettes' scripts are in student manuals.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Probably best used as a preventive measure. Positive approach should provide a good mental set. Could be used in group vocational guidance or related class.

multi-media - $169.50
Copyright: 1972
Grade level: 11 & up

TITLE: SOUTH-WESTERN D.E. MANUAL SERIES — CO 040 042

AUTHOR: Different authors for each manual
PUBLISHER: South-Western Publishing Co.
RELEVANT TO: Marketing
TYPE OF MEDIA: Textbooks, study guide, and student manuals
SUBJECT CONTENT: These manuals concentrate on the selected competency areas within marketing, as can be seen by their titles. Projects and activities are included in each workbook.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: As basic reference material these student text-workbooks are good. They are designed as basic content and are filled with interesting activities.

pp. 92-134 - $2.00 to $3.76
Copyright: 1967-1969
Reading level: Average 10

TITLE: STALKING THE WILD CRANBERRY: THE MAKING OF A T.V. COMMERCIAL — CO 040 043

PUBLISHER: ACI Films
RELEVANT TO: Marketing
TYPE OF MEDIA: Film
SUBJECT CONTENT: Behind the scenes action on the filming of a Post Grape Nuts 30-second commercial from its conception to the completed project. Extremely well done to show the many careers and jobs necessary in the making of a commercial.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENTS: If A-V funds were available the film would be nice to have. It is very current (now) and exceptionally well done.

14 minutes - $190
Revised: 1973
Grade level: 7-adult

TITLE: SUCCESS INSURANCE AND SUCCESS INSURANCE IN A MAN'S WORLD — CO 040 044
PUBLISHER: Milady Publishing Corporation — pp. 28 - $1.65
RELEVANT TO: Inter-Related, Office, Personnel and Public Services, Marketing, CWT, CWT-special — Copyright: 1965
TYPE OF MEDIA: Pamphlets — Reading level: 9
SUBJECT CONTENT: Both pamphlets, one for girls and one for boys, are designed to provide information about grooming, clothing and appearances, weekly--monthly grooming plans and development of habits to provide the student with needed skills and information.
COST: Above average
LEARNING EFFECTIVENESS: Average
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The content appears to hold the attention of students. Seems to be well written and gives useful tips.

TITLE: TAKE A GOOD LOOK — CO 040 045
PUBLISHER: National Retail Merchants Assoc. — 13 minutes - $95.00
RELEVANT TO: Marketing — Grade level: 10-12
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: Spells out the ABC's of a wardrobe, cleanliness and dressing for the occasion and the importance of good grooming in dealing with the public. A fact sheet is included which outlines ways to implement a story-side better grooming campaign.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Appears to be good in its presentation of public appearance. Good visual aid for a unit on grooming.

TITLE: TAKE COMMAND — CO 040 046
PUBLISHER: Dartnell Corporation — 30 min. - $395.00
RELEVANT TO: Marketing — Copyright: Up to date
TYPE OF MEDIA: Film — Viewing level: 12-14
SUBJECT CONTENT: Astronaut Wally Schirra shows how to utilize the same success principles the astronauts use to overcome obstacles in a sales presentation.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

TITLE: THINK WIN — CO 040 047
PUBLISHER: Dartnell Corporation — 30 min. - $395.00
RELEVANT TO: Marketing — Copyright: 1973
TYPE OF MEDIA: Film — Viewing level: 12-14
SUBJECT CONTENT: Shows three stages of George Blanda's selling career and discusses the success principles George used and how they can be used by any salesman.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be obtained for free showing by D.E.C.A. chapter through Sales-Marketing Executives-International.

BEST COPY AVAILABLE

TITLE: WHEELS
AUTHOR: Jordan and Murphy
PUBLISHER: Paul S. Amidon and Associates, Inc.
RELEVANT TO: Applied Biological and Agriculture, Inter-Related, Industrial, Office, Personnel and Public Services, Marketing, CWT, CWT-Special
TYPE OF MEDIA: Game (Simulation)
SUBJECT CONTENT: This simulation is designed to instruct students on the responsibilities, and cost factors involved in purchasing and maintaining a car for a period of one year.
COST: Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENTS: Since an ultimate goal of a cooperative program is personal money management, this simulation is very appropriate. Maximum student involvement can be achieved

CO 040 048
pp. 37 - $40.00
Copyright: 1970
Reading level: 11

TITLE: YOUR CAREER IN PUBLIC RELATIONS
AUTHOR: Jody Donohue
PUBLISHER: Julian Messner
RELEVANT TO: Inter-Related, Marketing
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Introduces and explains public relations work and breaks it down into various areas such as public relations in print, camera, radio.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good
COMMENT: A good source for a person interested in public relations work, or communications.

CO 040 049
pp. 178 - $3.95
Copyright: 1967
Reading level: 12

TITLE: YOUR CAREER IN THE LODGING INDUSTRY
PUBLISHER: Educational Institute of the American Hotel and Motel Association
RELEVANT TO: Marketing
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: An excellent introduction to the wide range of careers in the lodging industry with an introduction into the number of jobs available and an explanation of the advancement opportunities in the lodging field.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: A must for the career information library in a coordinator's classroom.

CO 040 050
pp. 32 - Free
Copyright: 1973
Reading level: 12

TITLE: YOUR FUTURE IN SUCCESSFUL SERVICE STATION MANAGEMENT
AUTHOR: National Cash Register Company
PUBLISHER: National Cash Register Company
RELEVANT TO: Inter-related, office, marketing, CWT, and WECEP
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Areas such as employee management, compensation, merchandising, profits, credit, and recordkeeping are presented. A very complete book on the explanation of service station management as a career with many true-life experiences presented.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good Buy
COMMENT: Extremely well done but a bit technical and advanced for many students. Could be an excellent resource for a marketing student.

CO 040 051
pp. 53 - $1.25
5 for $3.75
Copyright: 1971
Reading level: 15

TITLE: ACTIVITIES OF DAILY LIVING FOR PHYSICAL REHABILITATION — CO 070 001

AUTHOR: Edith Lawton
PUBLISHER: McGraw-Hill-Blakiston, Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
pp. 300 - $18.95
Copyright: 1963
Reading level: 13
SUBJECT CONTENT: Book of activities and procedures used to rehabilitate. Many pictures of procedures.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENES:: Best buy
COMMENT: Excellent reference book for student working with patient that needs rehabilitation in any form.

TITLE: AIDS FOR HEALTH TEACHING — CO 070 002

AUTHOR: Health and Welfare Division
PUBLISHER: Metropolitan Life Insurance Co.
RELEVANT TO: Health
TYPE OF MEDIA: Film pamphlet
Free
Copyright: Up to date
Reading level: 11
SUBJECT CONTENT: All these materials are excellent for information, history and reference.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: These booklets and films can be used for information and reference for the student.

TITLE: AMERICAN DOCTOR — CO 070 003

PUBLISHER: American Osteopathic Association
RELEVANT TO: Health
TYPE OF MEDIA: Film
CANNOT BUY
may be rented - pay shipping charges
Grade level: 11-14
SUBJECT CONTENT: Osteopathic medicine - the history of medicine, background up to present day practice.
COST: Below Average-to-Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: This is a good movie to explain osteopathic medicine--training necessary and where he practices.

TITLE: AN INTRODUCTION TO THE STUDY OF DISEASE — CO 070 004

AUTHOR: William Boyd
PUBLISHER: Lea and Febiger
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
pp. 565 - $8.50
Copyright: 1971
Reading Level: 12.5-13
SUBJECT CONTENT: This presents the general principles of disease as well as describing individual organs and systems and their diseases.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: Excellent reference book for those studying anatomy and disease conditions. Suitable for individualizing instruction.

TITLE: ATLAS OF HUMAN ANATOMY

CO 070 005

AUTHOR: Frohse, Brode and Schlossberg
PUBLISHER: Barnes and Noble, Division of Harper and Row
RELEVANT TO: Health
TYPE OF MEDIA: Reference Manual
SUBJECT CONTENT: Good reference book for Anatomy class
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: This is a good reference book for students studying anatomy. Excellent for individualizing instruction.

pp. 166 - $3.50
Copyright: 1970
Reading Level: 12

TITLE: BASIC LABORATORY TECHNOLOGY FOR THE MEDICAL LABORATORY TECHNICIAN

CO 070 006

AUTHOR: Linne
PUBLISHER: McGraw-Hill Book Co. - Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: Gives information from the fundamentals in the laboratory, equipment, etc. to the tests, chemistry, hematology, urinalysis, blood banking, and microbiology.
COST: Average
LEANING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This book would be excellent for the laboratory technician aide. It could be used for informational and reference purposes.

pp. 376 - $10.80
Copyright: 1970
Reading level: 14-15

TITLE: BASIC MEDICAL SURGICAL NURSING

CO 070 007

AUTHOR: L. S. Cunningham
PUBLISHER: Wm. C. Brown Co.
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: Basic medical surgical care used for patients today.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best Buy
COMMENT: Good reference book for students working in a hospital or one interested in the treatment used today in the hospital.

pp. 215 - $3.50
Copyright: 1966
Reading Level: 14

TITLE: BASIC NURSING PROCEDURES

CO 070 008

AUTHOR: Grace Hornemann
PUBLISHER: Delmar Publishers
RELEVANT TO: Health
TYPE OF MEDIA: Teacher guide, textbook
SUBJECT CONTENT: This book describes the basic nursing procedures with an emphasis on the principles which underlie all nursing care. The significance of the nurse-patient relationship is stressed.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This could be used as a good reference when discussing nursing procedures and patient relationships. This covers basic skill and information necessary in giving routine hospital care.

pp. 259 - $3.75
Copyright: 1972
Reading level; 10

BEST COPY AVAILABLE

TITLE: BEING A NURSING AIDE--TRAINING THE NURSE'S AID — CO 070 009
AUTHOR: Hospital Research and Educational Trust
PUBLISHER: Robert J. Brady Company
RELEVANT TO: Health and Personnel and Public Services
TYPE OF MEDIA: Teacher guide, student manuals, and teacher developed materials (lesson plans, questions and answers in student manual, and exam in teacher's guide)
Student pp. 450--$4.95
Instructor pp. 256--$6.00
Revised: 1973
Reading level: 9
SUBJECT CONTENT: Introduction to the patient environment, making beds, transporting patients, care of the patient, food service, special treatments, observing and recording, patient admission and transfer, and nursing care for special education.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: All basic information is contained within the manual and guide so other books are not required. Can be used for self-study of specific related while on-the-job training is being done in the cooperative program.

TITLE: BODY STRUCTURE AND FUNCTIONS — CO 070 010
AUTHOR: Ferris and Skelley
PUBLISHER: Delmar Publishers
RELEVANT TO: Health
TYPE OF MEDIA: Teacher guide and workbook
pp. 160 - $2.70
Copyright: 1973
Reading Level: 13
Instructor's guide-$1.00
SUBJECT CONTENT: Excellent workbook on Anatomy for student in Health Occupations
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is an excellent Anatomy workbook for the student interested in Health Occupations. It may be used alone as with Simplified Nursing by Thompson and DeBaron and Practical Nursing by Rapier.

TITLE: CHANGING PATTERNS OF NURSING PRACTICE — CO 070 011
AUTHOR: Edith P. Lewis
PUBLISHER: American Journal of Nursing
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
pp. 330 - $5.00
Reading level: 14
SUBJECT CONTENT: Comprehensive overview of emerging trends in nursing practice, especially as they relate to total health care.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for the student interested in nursing and the expanding trends for the future. Excellent for individualizing instruction.

TITLE: CORONET FILMSTRIPS--"JOBS IN HEALTH SERVICE" — CO 070 012
PUBLISHER: Graphic Educational Systems, Inc., Coronet Films
RELEVANT TO: Inter-Related, Industrial, Personnel and Public Services, CWT, CWT-Special, WECEP, Health
TYPE OF MEDIA: Teacher guide, filmstrips, programmed learning materials, records, study guide
$55.00
8 filmstrips, 4 records or 8 filmstrips, 8 cassettes
Copyright: 1971
Grade level: 11-12
SUBJECT CONTENT: Excellent material. Good content. Would be useful and valuable to have for a health career introduction class.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: No additional equipment needed other than what would normally be found in a school. Would be very effectively used in classroom instruction as an introduction to the specific career and along with or in addition to a resource period or field trip.

TITLE: THE DENTAL ASSISTANT

CO 070 013

AUTHOR: Pauline C. Anderson
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, health, and school leaver
TYPE OF MEDIA: Study guide
pp. 360--$6.00
Copyright date: 1965
Reading level: 11

SUBJECT CONTENT: A comprehensive study guide covering such subjects as anatomy and physiology, histology, odontography, chairside techniques, laboratory techniques, and radiology. Answer key is available.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Gives instruction in both the basic information and techniques that are essential to a comprehensive study. Topics contain both theory and procedures on the premise that dental assistants skills can be acquired best when knowledge and practice are combined in a training program.

TITLE: THE DYNAMICS OF HEALTH CARE

CO 070 014

AUTHOR: Ruth M. French
PUBLISHER: McGraw-Hill, Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
pp. 140 - $3.96
Copyright: 1968
Reading Level: 15

SUBJECT CONTENT: Health care - from the development of hospitals to interpersonal relations and and introduction to research.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good buy
COMMENT: Use this book for reference for the nurses aides on individual projects. Suitable for individualizing instruction.

TITLE: EDUCATIONAL PROGRAMS IN THE HEALTH FIELDS

CO 070 015

AUTHOR: American Hospital Association
PUBLISHER: American Hospital Association
RELEVANT TO: Personnel and Public Services, Health
TYPE OF MEDIA: Pamphlets
pp. 32 - $.30 ea.
Copyright: up to date
Grade level: 11 & up

SUBJECT CONTENT: A booklet giving location of programs in each state for 34 different health occupations.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is an excellent book to have in a classroom library for students interested in any health field. It tells where they may go for training anywnere in the United States and Canada.

TITLE: EMERGENCY MEDICAL GUIDE

CO 070 016

AUTHOR: Neil Hardy
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
$3.95
Copyright: 1973
Reading Level: 16

SUBJECT CONTENT: Covers many subjects from normal body functions to emergency treatment and care from control of hemorrhage to home care of the ill.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: Good buy for program that has a non-nurse coordinator, as reference for common emergencies.

TITLE: FEEDING PATIENTS IN BED — CO 070 017

PUBLISHER: McGraw-Hill Book Co. - Blakiston Films
RELEVANT TO: Health
TYPE OF MEDIA: Film
Copyright: up to date
Grade level: 11 & up
SUBJECT CONTENT: A post operative patient with both eyes covered is fed breakfast by the nurse. The procedure is explained.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: This is an excellent example of how to feed a patient and the reasons for the nurses actions It would be excellent for a nurse's aide.

TITLE: HEALTH CAREERS KIT — CO 070 018

PUBLISHER: Careers, Inc.
RELEVANT TO: Health
TYPE OF MEDIA: Kit
120 Career Pamphlets - $37.20
$6.45/year to update cards
Reading level: 16
SUBJECT CONTENT: Contains 120 career pamphlets, skilled, technical, professional and semi-professional. An excellent source of information on health careers.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is an excellent concise kit that can be used for reference on information about many health occupations. It gives history, duties, working conditions, personal qualifications, educational requirements, certification, opportunities, outlook, earnings, hours, advancement opportunities and where employed for each occupation.

TITLE: HORIZONS UNLIMITED — CO 070 019

PUBLISHER: American Medical Association
RELEVANT TO: Health
TYPE OF MEDIA: Pocket book
pp. 134 - $0.60
Copyright: 1971
Reading level: 16
SUBJECT CONTENT: Short description of medicine as a career and part two of book covers careers allied to medicine.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for student to refer to when studying occupations in the health field. Suitable for individualizing instruction.

TITLE: THE HOSPITAL STORY — CO 070 020

PUBLISHER: Trainex Corporation
RELEVANT TO: WECEP, Health
TYPE OF MEDIA: Teacher Guide, Filmstrips, Sound tapes
multi-media kits - $65.00
Copyright: 1969
Grade Level: 10 - 13
SUBJECT CONTENT: Describes a hospital with its many departments very well without getting too technical or dwelling long on any one particular phase of hospital work.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: Can be used alone as an introduction to the health fields. Other references can be utilized at the discretion of the instructor.

TITLE: THE HUMAN HEART

CO 070 021

AUTHOR: Brendan Phibbs
PUBLISHER: C. V. Mosby
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
pp. 236 - $5.95
Copyright: 1971
Reading level: 16

SUBJECT CONTENT: This book is good for reference for individual study when covering the heart and diseases of the heart.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good reference book for students needing more specifics about the heart.

TITLE: I'M SORRY I'M SUCH A BOTHER

CO 070 022

PUBLISHER: McGraw-Hill Book Co. - Blakiston Division
RELEVANT TO: Health
TYPE OF MEDIA: Film
Super 8mm-$95.00
Standard 16mm-$115.00
Grade level: 11 & up

SUBJECT CONTENT: This is excellent demonstrating communication, verbal and nonverbal between the patient and the nurse.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is excellent for any student working in a health occupation. It gives an example of communication between the patient and nurse.

TITLE: INSTRUCTOR'S GUIDE AND SCRIPT--PATIENT CARE SERIES

CO 070 023

PUBLISHER: Trainex Corporation
RELEVANT TO: Inter-related, industrial, personnel and public services, CWT, CWT-special, WECEP, and health
TYPE OF MEDIA: Teacher guide, filmstrips, programmed learning materials, sound tapes
Cassettes: less than 5--$65.00
more than 5--$60.00
Filmstrips: less than 5--$55.00
more than 5--$50.00
Copyright date: 1968
Excellent demonstrations.
Grade level: Senior

SUBJECT CONTENT: Basic patient care needs thoroughly and effectively covered. Subject matter thoroughly covered.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Very useful in the health area. There are also many other multi-media kits and units put out by this company that are useful in the health area.

TITLE: INTRODUCTION TO HEALTH PROFESSIONS

CO 070 024

AUTHOR: Odgers and Wenberg
PUBLISHER: C. V. Mosby
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
pp. 221 - $4.95
Copyright: 1972
Reading level: 12 & up

SUBJECT CONTENT: Book provides educational and occupational information on a large variety of health careers.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This would be an excellent reference book for information on many health careers. It gives history, education needed, and job opportunities available.

TITLE: INTRODUCTION TO HOSPITAL CENTRAL MEDICAL AND SURGICAL SUPPLY SERVICES

CO 070 025

PUBLISHER: Robert J. Brady Co.
$25.00 ea.
RELEVANT TO: Health
Copyright: up-to-date
TYPE OF MEDIA: Filmstrips, sound tapes, and procedural manual
Listening Level: 9 - 12
SUBJECT CONTENT: Filmstrip relation to Central Medical and Surgical Supply Services
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: This would be excellent if you have a student working in Central Supply. The entire series is good. Each individual filmstrip unit contains 1 filmstrip, 1 record or 1 cassette, and 1 illustrated procedural manual.

TITLE: JOBS IN HEALTH

CO 070 026

PUBLISHER: Sterling Educational Films
11 minutes - $135.00
RELEVANT TO: Health
Copyright: 1972
TYPE OF MEDIA: Films
Grade Level: 11 - 12
SUBJECT CONTENT: Gives short view of many jobs in the hospital and health field.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very Good Buy
COMMENT: This would be excellent to show at the start of the year in a health occupation program.

TITLE: LABORATORY TESTS IN COMMON USE

CO 070 027

AUTHOR: Solomon Garb
pp. 250 - $4.25
PUBLISHER: Springer Publishing Company
Copyright: 1971
RELEVANT TO: Health
Reading level: 14
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: Book explains laboratory tests, when and how given, and drugs and foods that may interfere with the tests.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent reference book for the student working in the laboratory. It is a lot of good reference for the nurses' aide in the hospital.

TITLE: MANUAL FOR PHARMACY TECHNICIANS

CO 070 028

AUTHOR: Durgin, Ward, and Hannan
pp. 110 - $5.50
PUBLISHER: C. V. Mosby
Copyright: 1972
RELEVANT TO: Health
Reading level: 12 & up
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: Book to be used by pharmacy technicians. It starts with the appreciation of pharmacy and continues to be specific in the practice of pharmacy.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is excellent reference-textbook for student working in a pharmacy. This manual will introduce the technician to the heritage, history, language and responsibilities of the profession of pharmacy.

TITLE: MEDICAL TERMINOLOGY CASSETTES, ANATOMICAL TERMS

CO 070 029

PUBLISHER: Au-Vid
RELEVANT TO: Health and Office
TYPE OF MEDIA: Programmed Learning Materials, Study Guides, Sound Tapes
SUBJECT CONTENT: Cassette tapes - learning anatomical terms. Terms are pronounced, spelled, and explained.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENT: Good for medical secretaries and others in the health field.

Kit - $250.00 for kit
(Can be bought separately)
Copyright: 1973
Listening Level: 9 - 14

TITLE: MEDICAL TERMINOLOGY--CARDIOVASCULAR

CO 070 030

PUBLISHER: Au-Vid
RELEVANT TO: Health
TYPE OF MEDIA: Programmed Learning materials, study guide
SUBJECT CONTENT: Cassette tapes. Self-learning medical terms are pronounced, spelled, and explained.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Satisfactory Buy
COMMENTS: Good for medical secretaries and others in the health field.

Kit - $250.00 for kit
(Can be bought separately)
Copyright: 1973
Listening Level: 12 - 14

TITLE: MICROBIOLOGY FOR THE NURSE

CO 070 031

AUTHOR: Elvira B. Ferris
PUBLISHER: Delmar Publishers
RELEVANT TO: Health
TYPE OF MEDIA: Textbook, workbook
SUBJECT CONTENT: Content grouped in six units--overview of micro-organisms, detail study of pathogenic bacteria, methods of destruction of bacteria, infection and defenses against it, environmental control against bacteria and hospital sanitation.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This workbook can be used for students in the laboratory. It has experiments and unit reviews that may be worked as a small group or individual.

$4.00
Copyright: 1967
Reading level: 14

TITLE: NEWTON'S GERIATRIC NURSING

CO 070 032

AUTHOR: Helen C. Anderson
PUBLISHER: C. V. Mosby Company
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: Book for those working with the aged. It contains perspectives of the aged, health, sickness and resources for care. Geriatric nursing and managing older persons with selected diseases.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENT: Excellent reference book for students working with the aged.

pp. 340 - $5.00
Copyright: 1971
Reading Level: 15

TITLE: THE NURSE'S AIDE — CO 070 033

AUTHOR: Donovan, Belsjoe, Dillon
PUBLISHER: McGraw-Hill Book Co. - Blakiston Division
RELEVANT TO: Health
pp. 415 - $5.20
Copyright: 1968
Reading level: 12
TYPE OF MEDIA: Teacher guide, textbooks
SUBJECT CONTENT: Text-workbook describing in detail nursing procedures most frequently assigned to and performed by nurses aides.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent book if this correlates with the book used by the hospital you work with.

TITLE: THE NURSERY SCHOOL — CO 070 034

AUTHOR: Katherine H. Read
PUBLISHER: Saunders
RELEVANT TO: Personnel and Public Services, Health
pp. 390 - $7.00
Copyright: 1971
Reading Level: 9
TYPE OF MEDIA: Reference Book
SUBJECT CONTENT: Basically about the make-up of a nursery school. How to handle different situations that may arise. People indirectly and directly related to a Nursery School.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good buy
COMMENT: This book is geared for people in the field of child care. Deals with understanding the nursery school, how it operates, who is involved, handling problems, etc.

TITLE: THE NURSES GUIDE TO DIAGNOSTIC PROCEDURES — CO 070 035

AUTHOR: Ruth M. French
PUBLISHER: McGraw-Hill Book Co.
RELEVANT TO: Health
pp. 335 - $6.36
Copyright: 1962
Reading level: 14-15
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Covers wide variety of tests and procedures performed in the laboratory and radiology department. This book explains what the test is and what it means.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This would be expensive if all supplementary references were used. As a reference book for laboratory students, it would be good.

TITLE: NURSING ASSISTANTS — CO 070 036

AUTHOR: Gertrude Cherescavich
PUBLISHER: C. V. Mosby
RELEVANT TO: Health
pp. 425 - $8.75
Copyright: 1964
Reading Level: 11
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: Hard covered book of procedures for the nursing assistant and the "who" of these procedures.
COST: Below average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: This could be used as a text or a reference for the student nurses aide.

TITLE: NURSING SKILLS FOR ALLIED HEALTH SERVICES

CO 070 037

AUTHOR: Lucille A. Wood
PUBLISHER: Saunders
RELEVANT TO: Health
TYPE OF MEDIA: Teacher Guide, Textbooks
SUBJECT CONTENT: Basic nursing skills presented on a level for the student nurse.
COST: Above Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory-to-Very Good Buy
COMMENT: This book is a good reference for health students interested in nursing. It is very basic in its approach and easy to comprehend.

Vol. I pp. 394 - $5.00
Vol. II pp. 362
Copyright: 1972
Reading Level: 10

TITLE: ORIENTATION TO NURSING

CO 070 038

AUTHOR: Chamberlain
PUBLISHER: McGraw-Hill Book Co.
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: This book provides an overview of nursing and the basic educational programs.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is a good reference for any student planning to continue in the nursing profession.

pp. 200 - $6.95
Copyright: 1962
Reading level: 13

TITLE: OSTEOPATHIC MEDICINE: AN AMERICAN REFORMATION

CO 070 039

AUTHOR: George W. Northup, D. O.
PUBLISHER: American Osteopathic Association
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Gives the history of Osteopathic Medicine up to the
COST: Below Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very Good
COMMENTS: This book would be good for reference. Suitable for individualizing instruction.

pp. 74
Paperback-$1.50
Hard cover-$2.50
Copyright: 1966
Reading Level: 15

TITLE: PRACTICAL NURSE NUTRITION EDUCATION

CO 070 040

AUTHOR: Alberta Shackelton
PUBLISHER: Saunders
RELEVANT TO: Health
TYPE OF MEDIA:
SUBJECT CONTENT: Up to date, concise and easy to follow basic principles of Nutrition and their application in all nutritional areas for the student nurse.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: Good textbook for student working in hospital diet kitchen.

pp. 302 - $5.00
Copyright: 1972
Reading Level: 16

TITLE: PRACTICAL NURSING

CO 070 041

AUTHOR: Rapier, Koch, Moran, Geronsin, & Phelps
PUBLISHER: C. V. Mosby
RELEVANT TO: Health
TYPE OF MEDIA: Reference book, textbook
Cost: $8.95 - pp. 620
Copyright: 1970
Reading level: 11

SUBJECT CONTENT: Procedures used by practical nurses or aides--covers the duties completely, from anatomy and physiology to nursing the adult, maternal and child health, and communicable diseases.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is a reference book for the workbook, Body Structure & Function. It has excellent information for any nursing student.

TITLE: SIMPLIFIED NURSING

CO 070 042

AUTHOR: Hoffman, Lipkin, Thompson
PUBLISHER: J. B. Lippincott Co.
RELEVANT TO: Health
TYPE OF MEDIA: Reference Book, Textbook
pp. 650 - $5.75
Revised: 1968
Reading Level: 13

SUJBECT CONTENT: Book for nurse's aide and practical nurse. It gives procedures and treatments as well as tracing nursing from the 19th century to care of the elderly.
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy
COMMENT: Excellent book for reference with the body structure and function and nurse's aide book.

TITLE: A STUDY GUIDE FOR NURSE'S AIDE

CO 070 043

PUBLISHER: Dept. of Trade and Industrial Education, University of Alabama
RELEVANT TO: Inter-related, Health, Personnel and Public Services and School-leaver
TYPE OF MEDIA: Study guide
pp. guide, 93--$1.00
Job tests, 72--$1.00
Copyright date: 1969
Reading level: 11

SUBJECT CONTENT: The seventy-two lessons are listed in the progress record. Most of the questions are answered in essay form with the intent of helping the student form the habit of giving clear-cut answers or explanations.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The study guide is accompanied by a job test guide, covering the same topics in the same order but employing true-false and completion questions. There is an answer key for both manuals. The bibliography lists two essential references plus other supplementary references not required for execution of the lessons. No other equipment is required for this manual. The on-the-job experiences suffice for the job skills.

TITLE: TALKING WITH PATIENTS

CO 070 044

AUTHOR: Brian Bird
PUBLISHER: J. B. Lippincott
RELEVANT TO: Health
TYPE OF MEDIA: Reference book
pp. 354 - $6.50
Copyright: 1973
Reading level: 8

SUBJECT CONTENT: This book covers the areas of the anxious patient, the depressed patient, and working with children.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This could be best used by students interested in continuing in nursing. This is a good reference source.

TITLE: TEACHING TOPICS FROM 1L1 AND H11

CO 070 045
pp. 8 - free
Revised yearly
Reading level: 15
Grade level: 11,12

PUBLISHER: Institute of Life Insurance
RELEVANT TO: Health
TYPE OF MEDIA: Periodicals
SUBJECT CONTENT: Discusses current topics and concerns in the health care profession.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Good discussion of current concerns in the health fields. A periodical published quarterly. Good as resource and supplementary material. No additional costs or references needed.

TITLE: TEXTBOOK OF ANATOMY AND PHYSIOLOGY

CO 070 046
pp. 350 - $6.80
Copyright: 1964
Reading Level: 14

AUTHOR: Reith, Breidenbach, Lorenc
PUBLISHER: McGraw-Hill, Blakiston Division
RELEVANT TO: Health
TYPES OF MEDIA: Reference Book
SUBJECT CONTENT: Anatomy book for those preparing for a career in the paramedical profession. It gives the essentials of anatomy and physiology correlating them with practical problems.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This could be used either as a textbook or reference.

TITLE: TRAINING THE NURSING AIDE

CO 070 047
7 units - $310.00
Copyright: 1970
Grade level: 11 & up

AUTHOR: Hospital Research and Educational Trust
PUBLISHER: Robert J. Brady Co.
RELEVANT TO: Inter-Related, Personnel and Public Services, Health
TYPE OF MEDIA: Teacher guide, programmed learning materials, textbooks, study guide, student manuals, transparencies
SUBJECT CONTENT: Well organized and complete. Would be an excellent source of material for a health occupations class.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The manual "Training the Nursing Aide" plus the enclosed transparencies would provide a rather complete course in health occupations laboratory skills.

TITLE: UNDERSTANDING HUMAN BEHAVIOR

CO 070 048
pp. 224 - $3.00
Copyright: 1974
Reading Level: 12

AUTHOR: Mary Milliken
PUBLISHER: Delmar Publishers
RELEVANT TO: Personnel and Public Service and Health
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Book designed to introduce the students in Health Occupations to elementary principles of psychology. Areas include: Becoming a Health Worker, Understanding Human Behavior, Problems in Living and Striving to Become an Effective Health Worker
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This textbook stresses the importance of understanding yourself and others, and the application of that knowledge to the patient relationship.

TITLE: VOCATIONS - MEDICAL CAREERS — CO 070 049
PUBLISHER: AIMS Instructional Media Services, Inc. — 10 filmstrips - $ 110.00
RELEVANT TO: Personnel and Public Services, WECEP, Health — Listening level: 9-10
TYPE OF MEDIA: Filmstrips, Pamphlets
SUBJECT CONTENT: Short view of many medical careers in this series.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: These filmstrips show people working in the job and any information needed about the education necessary. The titles of the different units are as follows: 1) Nurses, 2) Technicians, 3) Aides, 4) Administrators,and 5) Therapists.

TITLE: THE WONDERFUL HUMAN MACHINE — CO 070 050
PUBLISHER: American Medical Association — pp. 56 - $0.65
RELEVANT TO: Health — Copyright: 1961
TYPE OF MEDIA: Textbook — Reading Level: 11
SUBJECT CONTENT: Anatomy book with these systems: skeletal, muscular, nervous, heart, lungs, skin, digestive and sense organs.
COST: Low
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Best Buy
COMMENT: Suitable for individualizing instruction.

TITLE: YOU BE THE DOCTOR — CO 070 051
PUBLISHER: American Osteopathic Association — Cannot buy
RELEVANT TO: Health — May be rented-pay shipping charges
TYPE OF MEDIA: Film — Grade level: 11-14
SUBJECT CONTENT: Osteopathic medicine--training necessary--where to train and practice, the type of patients he treats.
COST: Below average to low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is an excellent short film on osteopathic medicine. Where the doctor may practice, his training and future needs for the osteopathic doctor.

TITLE: AMERICAN TRUCKING ASSOCIATION CAREER KIT — CO 170 001

PUBLISHER: American Trucking Association, Inc.
RELEVANT TO: Inter-related, industrial, special, marketing
TYPE OF MEDIA: Career Kit
kit - free
Copyright: 1972
Reading level: 12
SUBJECT CONTENT: Materials, pamphlets, posters which explain career opportunities in trucking. List of free aids to teachers is included. Good source of information to orient students to this industry.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Information is good for student to read about on these careers since this is an area that is often not available as on-the-job training in high schools. Suitable for individualizing instruction.

TITLE: ARCHITECTURE - QUIZZES AND PROBLEMS — CO 170 002

AUTHOR: William P. Spence
PUBLISHER: McKnight and McKnight
RELEVANT TO: Inter-Related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
pp. 143 - $1.98
Revised: 1972
Grade level: 9-12
SUBJECT CONTENT: As the title indicates, this material is organized around a series of quizzes and problems using Spence's Architecture and Design - Engineering - Drawing as the reference. A most complete guide for individual study of the subject.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Only sketching is used in the study guide. The guide and the textbook must have the same publication date. McKnight will send answer key free with orders of ten or more.

TITLE: AUTO RADIATOR REPAIR AND THE COOLING SYSTEM — CO 170 003

AUTHOR: Harry Horowitz
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Inter-related and Industrial
TYPE OF MEDIA: Study guide
pp. 256--$5.50
Copyright date: 1972
Reading level: 9
SUBJECT CONTENT: 270 pages of pictures, drawings, how-to instructions, related instruction and questions. Answers to questions are in back of book and can be removed.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: By closely correlating learning units with on-the-job experience, excellent results can be realized. Could also be used in formal school laboratory shop. No additional references are needed.

TITLE: AUTOMOTIVE AIR CONDITIONING — CO 170 004

PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
pp. 417 - $4.80
Copyright: 1970
Grade level: 9-12
SUBJECT CONTENT: Covers basic theory, diagnosis, service procedures, a section on hoses, lines and fittings, and a glossary of terms. The guide is greatly illustrated, and each topic concludes with review questions.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: A very extensive coverage of the subject, adapted to the cooperative work experience type of study. No outside references. Instructor's guide available for $1.00.

TITLE: AUTOMOTIVE BRAKES — CO 170 005

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
8 Transparency Units
$75.00
Copyright: 1971
Reading level: 11

SUBJECT CONTENT: Transparencies that present the construction and operation of automotive braking systems--drum,disk, dual manual and power brakes are shown in a part by part build up to help understand how brakes work.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Correlated with textbooks from McGraw-Hill and are used as an aid on the presentation of this topic, the reference books would be needed by the student to best develop an understanding of these topics.

TITLE: AUTOMOTIVE DIAGNOSIS AND TUNE-UP — CO 170 006

AUTHOR: James A. Johnson
PUBLISHER: McGraw-Hill
RELEVANT TO: Iter-Related, Industrial
TYPE OF MEDIA: Textbook
pp. 469 - $9.95
Copyright: 1972
Reading level: 14

SUBJECT CONTENT: Designed to enable student to learn the diagnosing and tuning of gasoline fueled internal combustion engines. Part I deals with complete diagnoses of electrical system of the motor vehicle (battery, starter, etc.). Part II covers tuneups, dynamometer test, and carburetion. Projects, tests, and quizzes included.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good Buy
COMMENT: Organized in a way that should help simplify how to fine tune an engine.

TITLE: AUTOMOTIVE ELECTRICAL SYSTEMS — CO 170 007

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
8 Transparency Units
$75.00
Copyright: 1971
Reading level: 11-12

SUBJECT CONTENT: Transparencies that present the construction and operation of the following automotive electrical systems--engine-indicating systems; lighting systems; battery construction and operation; alternator construction and operation.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: These materials are part of an entire series that is correlated with McGraw-Hill textbooks and would be most effective if the textbooks were utilized in the classroom.

TITLE: AUTOMOTIVE ENGINE SYSTEMS — CO 170 008

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
6 Transparency Units
$75.00
Copyright: 1971
Reading level: 11-12

SUBJECT CONTENT: Presentation of construction and operation of the following engine systems--intake and exhaust manifold and manifold heat control on injection; engine cooling; engine lubricating and ignition systems.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Transparencies are correlated with five McGraw-Hill textbooks and are to be used as an aid in presenting subject material. The correlated texts should be available to students for the transparencies to have the greatest effect.

TITLE: AUTOMOTIVE MECHANICS - A STUDY GUIDE — CO 170 009

PUBLISHER: University of Alabama, Industrial Ed. Dept.
RELEVANT TO: Industrial and School-leaver
TYPE OF MEDIA: Study guide
pp. 123--$2.50
Copyright date: 1972
Reading level: 9

SUBJECT CONTENT: The guide has an analysis and progress record listing 122 lesson titles. There are many lessons involving excellent sketches around which questions are based. Most of the questions are to be answered with sentence answers--essay. The study guide is quite comprehensive and thorough. Answer key is available.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent individual instruction material. Some understanding of the automobile is required of the related class instructor, but the answer key relieves this situation somewhat. Obtain the study guide then order the references listed in the bibliography. Total cost of references is $35.00. There is some added value in writing essay type answers to questions.

TITLE: AUTOMOTIVE SERVICE BUSINESS: OPERATION AND MANAGEMENT — CO 170 010

AUTHOR: William H. Crouse
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-Related, industrial, marketing, CWT WECEP, School-leaver
TYPE OF MEDIA: Textbook
pp. 146 - $4.95
Copyright: 1973
Reading level: 11-12

SUBJECT CONTENT: Explored the various kinds of automotive service businesses, the job opportunities within them and the career ladder in this field. Explanations such as: how to go into business, and how to succeed are discussed.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Very thorough picture is presented which will aid student in understanding. Can be correlated with other texts and materials listed on front page of this book.

TITLE: AUTOMOTIVE STEERING SYSTEMS — CO 170 011

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher Guide, transparencies
4 Transparency Units
$70.00
Copyright: 1972
Reading level: 11-12

SUBJECT CONTENT: Transparencies which present the fundamentals of front end alignment and steering systems. Transparencies are constructed so that they can demonstrate a steering-linkage system and toe-in. Other units demonstrate comber, coster and other alignment necessities.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Best utilized with two correlated McGraw-Hill textbooks. Not easily applicable to individualized instruction.

TITLE: AUTOMOTIVE SUSPENSION SYSTEMS — CO 170 012

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
6 Transparency Units
$70.00
Copyright: 1972
Reading Level: 11-12

SUBJECT CONTENT: These transparencies are directly correlated with two McGraw-Hill texts: 1) Automotive Mechanics, 6th Ed., and 2) Automotive Chassis and Body, 4th Ed. They are concerned with explaining construction and operation of auto front and rear suspension systems, including coil and leaf springs, and shock absorbers.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Would best be utilized if the necessary correlated textbooks were used in the classroom. This is an aid to the textbooks from McGraw-Hill.

TITLE: AUTOMOTIVE TRANSMISSIONS AND POWER TRAINS — CO 170 013

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
6 Transparency Units
$ 75.00
Copyright: 1972
Reading level: 11-12

SUBJECT CONTENT: Transparencies which present construction and operation of automotive power train including clutch transmission universal joint, slip joint, and differential, as well as actual shifting of gears.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Correlated with two McGraw-Hill textbooks which should be a part of the student's required reading for the Transparencies to be most meaningful--these are an aid to explaining text materials.

TITLE: BASIC ELECTRONICS — CO 170 014

AUTHOR: Paul B. Zbar
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Industrial
TYPE OF MEDIA: Student Manual
pp. 261 - $6.50
Revised: 1967
Reading level: 13

SUBJECT CONTENT: Contains description of basic tube and transistor operation and gradually applies these principles in different situations. Also touches on integrated circuits.
COST: Average
LEARNING EFFECTIVENSS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book (manual) is perhaps one of the better written and organized. The material explained here progresses into more and more complicated material while utilizing the knowledge learned in previous chapters. The only equipment that most schools would not have would be the integrated circuits described. A beginner's Electronics course should not advance farther than Experiment 13.

TITLE: BASIC FLUID POWER TRANSPARENCIES

CO 170 015

AUTHOR: John Nagohosian, William Wolansky, and Andrew Mazzara
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
5 sets of transparencies
$85.00 each
Revised: 1972
Reading level: 11-12

SUBJECT CONTENT: A series of 5 sets of transparencies dealing with principles and applications of fluid mechanics. The set covers topics: 1) Fundamental Fluid Laws; 2) Fluid Conditioning and auxiliary devices; 3) Fluid Power Input and Output Devices; 4) Hydraulic Input Devices; 5) Energy Modulation and Control Devices.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: All transparencies are professionally done and would be an effective tool for teaching these concepts. This would probably be better used in a formal preparatory class to complement a textbook. They would be difficult to use in a related class composed of many types of occupationally oriented students.

TITLE: BASIC OXYACETYLENE WELDING

CO 170 016

AUTHOR: Ivan H. Griffin and Edward M. Roden
PUBLISHER: Delmar Publishers
RELEVANT TO: Applied Biological and Agriculture, Interrelated, Industrial
TYPE OF MEDIA: Textbook and workbook
pp. 104 - $2.25
Copyright: 1971
Reading level: 11

SUBJECT CONTENT: Composed of job sheets and related information. For beginning students. Basic operations are done in the flat position. Demonstrations by instructor are essential. Teaches both theory and practice.
COST: Average
LEARNING EFFECTIVENESS: Very good.
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Better adapted to use in vocational school classes than coop education. By close correlation of work experiences and the learning exercises in this text, excellent results could be obtained in an Industrial oriented training station. Equipment is required for executing the exercises. Extra references are "The Welding Encyclopedia", "The Oxyacetylene Handbook", "Standard Welding Symbols", which could be ordered after obtaining this book.

TITLE: BLUEPRINT READING FOR PLUMBERS

CO 170 017

AUTHOR: B. D'Arcangelo and J. R. Guest
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-Related, Industrial
TYPE OF MEDIA: Textbook
pp. 128 - $3.90
Copyright: 1973
Reading level: 10

SUBJECT CONTENT: Material which explains 4 major areas in plumbing: piping drawings, isometric pipe layout, residential blueprints, commercial building blueprints. After completion, the student will be able to interpret drawings and make a mechanical plan of piping for residential or commercial purposes.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This an advanced text-workbook for those who have mastered the fundamentals of reading prints.

TITLE: BRICKLAYING I — CO 170 018
AUTHOR: Structural Clay Products Institute — pp. 284 - $4.05
PUBLISHER: Delmar Publishers — Revised: 1952
RELEVANT TO: Inter-related, industrial — Reading level: 11-12
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: One of three books in a series to be used during a three-year apprentice program. Contains basic related Technical information and Shop Practice jobs on areas such as Cavity Walls, Reinforced Brick Masonry. Progress record can be adapted to training plan.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should have Books II and III of the set in the Coop library. Suitable for individualizing instruction.

TITLE: BRICKLAYING II — CO 170 019
AUTHOR: F. William Raw — pp. 204 - $3.50
PUBLISHER: Delmar Publishers — Copyright: 1951
RELEVANT TO: Inter-related, industrial — Reading level: 11-12
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Second book of three in a series which includes topics such as Blueprint Reading, Details of Construction Tools, Equipment and Safety. At the end of each unit a Shop Practice job enables learner to apply what he has learned. Prerequisite: Bricklaying I.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Books Bricklaying I and III should also be a part of this program. Well organized material. Suitable for individualizing instruction.

TITLE: CAREERS IN THE BUILDING TRADES — CO 170 020
PUBLISHER: Coronet Films — Black and white (11 min.)--$65.00
RELEVANT TO: Inter-related, Industrial, CWT, CWT-Special and a Building trades class — Color--$130.00
TYPE OF MEDIA: Film — Copyright date: Up to date
SUBJECT CONTENT: Orientation to various building trade fields, carpentry, plumbing, heating, and mason in addition to the various skills required. — Grade level: Junior-Senior
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The film may be used by itself or with text in building trades class. Information is good and current.

TITLE: CARPENTRY - STUDY GUIDE — CO 170 021
AUTHOR: R. W. Battenberg — pp. 108 - $1.80
PUBLISHER: American Technical Society — Copyright: 1970
RELEVANT TO: Inter-Related, Industrial, School-Leaver — Grade level: 10-12
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: A complete study guide for carpentry for use with Fundamentals of Carpentry-Vol. 2, 4th edition. Contains varied kinds of questions plus sketches and illustrations.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Must accompany textbook of same title and date. Would suggest other presentations of carpentry instruction as well. No special equipment is required, though demonstrations with actual steel square and other tools would improve over plates used.

TITLE: COLLISION REPAIR GUIDE
CO 170 022
AUTHOR: Robert C. Mac Pherson
PUBLISHER: McGraw-Hill
pp. 270 - $5.25
Copyright: 1971
RELEVANT TO:Inter-Related, Industrial
Reading level: 9
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Describes and explains the fundamentals of collision repair. The material is presented in logical sequence and covers the analyses of damaged metal, use of hand tools, panel replacement, refinishing, and collision estimating.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is excellent material for a student in a body shop.

TITLE: ELECTRICAL FUNDAMENTALS FOR TECHNICIANS
CO 170 023
AUTHOR: Robert L. Shrader
PUBLISHER: McGraw-Hill Book Company
pp. 475 - $11.50
Copyright: 1969
RELEVANT TO: Industrial
Reading level: 13
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Starts out with a basic fundamental coverage and goes on to more complex components and theories in electronics. It is easy to follow and progresses well, and gives a good over-all look at electronics.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It would not be necessary to buy a lot of equipment with this book, however, it might benefit the students to see the circuits as they actually work. The circuits are fairly well explained, so you could get away without setting them up.

TITLE: ELECTRICAL WIRING RESIDENTIAL
CO 170 024
AUTHOR: Ray C. Mullin
$4.95
PUBLISHER: Delmar Publishers
pp. 288
Copyright: 1973
RELEVANT TO: CWT, WECEP, School-leaver, industrial,
Reading level: 12
TYPE OF MEDIA: Programmed learning materials, reference book, study guide, student manuals.
SUBJECT CONTENT: It shows the proper and practical way of installing outlets and fixtures. It also backs up its reason by refering to the electrical hose.
COST: High-to-average
LEARNING EFFECTIVENESS: Very good
COST EFFECTIVENESS: Very good buy
COMMENT: This material is good learning for those who have had some knowledge of electricity and would like to continue a more technical goal in the electrical field. Practical experience will go well with the learning of the book.

TITLE: ELECTRONIC FUNDAMENTALS FOR TECHNICIANS
CO 170 025
AUTHOR: Robert L. Shrader
PUBLISHER: McGraw-Hill Book Company
pp. 382 - $11.95
Copyright: 1972
RELEVANT TO: Industrial
Reading level: 13
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Starts with review of basic components and simple circuits and utilizes this knowledge to expand into more exotic topics (medical electronic) and offers a good survey of technician fields.
COST: Below Average
LEARNING EFFECTIVENESS: Normal to very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Would make a good textbook in addition to a practical lab course. But would be useful be useful in a straight book course.

TITLE: ENGINES AND FUEL SYSTEMS — CO 170 026

AUTHOR: William Crouse and Jay Heisel
PUBLISHER: McGraw-Hill
RELEVANT TO: Inter-related, industrial
TYPE OF MEDIA: Teacher guide, transparencies
9 transparency units
$70.00
Copyright; 1971
Reading level: 11-12
SUBJECT CONTENT: Transparencies which present nine areas of automotive engines and fuel systems: 10 Piston, Connecting Rod, and Crankshaft; 2) Value train; 3) Four cycle piston strokes; 4) Hydraulic Valve Lifter; 5) Carburetor float; 6) Carburetor choke circuits; 7) Carburetor Accelerator Circuit; 8) Carburetor Full Power Circuit; 9) Fuel pump.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Correlated with three McGraw-Hill texts. Best utilizes as one aid to the correlated texts. Not easily adaptable to individualized instruction.

TITLE: FLOOR COVERING - A STUDY GUIDE — CO 170 027

PUBLISHER: Trade and Industrial Education, University of Alabama
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Technical study guide
pp. 75--$1.50
Copyright date: 1972
Reading level: 8.5
SUBJECT CONTENT: Includes forty-nine lessons on resilient tile and sheet goods and twenty-five lessons in carpeting. There is some math, measuring, sketching and estimating. A complete analysis and a progress record are included. The questions are all in essay form, requiring answers written in sentence form. An answer key is available.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Obtain the study guide then order the references shown in the bibliography. Total cost of references is $11.00. The 1962 edition of Duffin was used in writing this study guide--a fact not disclosed in the bibliography at front of the study guide.

TITLE: PART I. FUNDAMENTALS BUILDING TRADES BLUEPRINT READING — CO 170 028

AUTHOR: Elmer Sundberg
PUBLISHER: American Technical Society
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
pp. 190--$3.15
Revised: 1972
Reading level: 12.5
SUBJECT CONTENT: Developments in building trades as well as improvements in drafting techniques are covered. Contains self-check quizzes and trade competency tests besides a final exam, mathematics, metric conversions, glossary and answer key.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This combination text book and study guide is self-contained. Answer keys are available on request. A student entering into most any of the building trades will profit from completing this work. Book deals with heating and air conditioning, electrical, plumbing, carpentry, masonry and landscaping.

TITLE: GENERAL ARCHITECTURAL DRAWING

CO 170 029

AUTHOR: W. E. Wayatt
PUBLISHER: Charles A. Bennett Co., Inc.
RELEVANT TO: Inter-Related, Industrial
TYPE OF MEDIA: Textbook
pp. 556 - $7.68
Copyright: 1969
Reading level: 11

SUBJECT CONTENT: Describes building materials and explains construction principles, presents information necessary for building planning and design, and presents information necessary for drawing building plans. Beautiful color renderings of homes. Excellent two-color illustrations.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Excellent self contained text and workbook for Industrial Oriented related classes. There is a study guide available--127 pages--$1.32.

TITLE: GRINDING TECHNOLOGY

CO 170 030

AUTHOR: S.F. Krar and J.W. Oswald
PUBLISHER: Deimar Publishers
RELEVANT TO: Interrrelated, Industrial
TYPE OF MEDIA: Study guide
pp. 270 - $4.50
Copyright: 1974
Reading level: College

SUBJECT CONTENT: An excellent new work on grinding machines, materials and processes. Discusses abrasives, wheel preparation, grinding machines, and recent developments. Each chapter ends with review questions. Well illustrated.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent material for coop related class. No machines or other equipment required. No additional references indicated. Instructor's manual available.

TITLE: INTRODUCTION TO OXYACETEYLENE WELDING

CO 170 031

PUBLISHER: Library Filmstrip Center
RELEVANT TO: Applied Biological and Agriculture, Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Filmstrip and cassette
54 frames--$23.00
Copyright date: 1972
Reading level: secondary, college adult, vocational

SUBJECT CONTENT: Historical development of welding. Hazards of storage of aceteyne, specialized machines for use of oxyaceteleyne equipment. Eighteen review questions and answers on frames at the end of the strip.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Separate projection facilities required in co-op classes, since not all student will be involved with type of training.

TITLE: IS A CAREER IN MACHINING FOR YOU?

CO 170 032

AUTHOR: Hopke, Faust, Cote, and Atkins
PUBLISHER: Counselor Films, Inc.
RELEVANT TO: Inter-related, Industrial, and School-leaver
TYPE OF MEDIA: Film
Film (15.5 min.) - $205.00
Grade level: 7-12

SUBJECT CONTENT: One of a series of 40 films, primarily for grades 7 through 12. Excellent in color with sound and technique. There is an occasional omission of safety glasses in some of the operations--in spite of the most careful production. Approximately 38 of the films take an objective look at a major division of the world of work. One film surveys the whole world of work, while the last film shows how a career develops.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A good film to show at the beginning of the year for the coop studerts just getting into the program.

TITLE: JOBS IN PRINTING — CO 170 033

AUTHOR: James E. Ryan
PUBLISHER: Coronet Films
RELEVANT TO: Inter-related, Industrial, Marketing, CWT, and School-leaver
TYPE OF MEDIA: Filmstrips, records and handbook
3 filmstrips/4 records--$60.00
or 8 filmstrips/4 cassettes
extra handbooks (lots of 10)--$3.00
Copyright date: 1972
Grade level: 9-12
SUBJECT CONTENT: Opportunities in the field of printing, levels of education needed and type of courses recommended for printing as a profession. The layout and graphic design of a typesetter is discussed along with lithographic camera operation.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Unit may be used by itself with a discussion session following each film. An energenic coordinator or instructor with background in the field would be extremely helpful. The eight titles of the films are: Layout and Graphic Design, Typesetter, Lithographic Cameramen, Photoengraver, Offset Pressmen, Letterpress Operator, Bookbinding, and Assistant Production Manager.

TITLE: MANAGING MULTIPLE ACTIVITIES IN INDUSTRIAL EDUCATION — CO 170 034

AUTHOR: G. Harold Silvius, Ed.D, and Estell Curry, M.S.
PUBLISHER: McKnight and McKnight
RELEVANT TO: Industrial teacher's education and handbook for supervisors and administrators
TYPE OF MEDIA: Reference book and textbook
pp. 648--$7.97
Revised: 1971
Reading level: Teacher material
SUBJECT CONTENT: Deals with problems of management and organization of multiple activity programs. Considers (1) the needs of the individual student in a technological society, (2) exemplary industrial programs at all educational levels, (3) the evolving philosophical base and organizational patterns for industrial education, and (4) the programming of essential multiple activities to fulfill the established goals of a course.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: A good handbook for teachers and administrators.

TITLE: MANUAL OF INSTRUCTION FOR DIE DESIGN — CO 170 035

PUBLISHER: Prakken Publications
RELEVANT TO: Inter-Related, Industrial
TYPE OF MEDIA: Textbook/workbook
pp. 247 - $6.95
Revised: 1970
Grade level: 12-14
SUBJECT CONTENT: Presentation of the basic principles of die design and construction. Contains 22 problems which are a cross section of the die design and metal stamping industry. Illustrations, a detailed index and a "standards" section are included.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Would best be utilized in a classroom equipped with laboratory facilities. Good source for students interested in die design.

TITLE: MATHEMATICS FOR PLUMBERS AND PIPEFITTERS — CO 170 036

AUTHOR: Bartholomew D'Arcangelo, Benedict D'Arcangelo and J. Russell Guest
PUBLISHER: Delmar Publishers, Inc.
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Technical study guide
pp. 193--$3.00
Copyright date: 1968
Reading level: 10
SUBJECT CONTENT: Reviews math fundamentals, teaches worker to calculate and measure rather than "cut and try." Covers sheet lead work, volumes, pressures, capacities, heat loss, and estimating. The appendix gives aid in solution of problems of the text.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: No additional reference is necessary for execution of this study guide, but other theory work in plumbing should be made accessible to the student.

TITLE: NATIONAL COAL ASSOCIATION CAREER KIT — CO 170 037

PUBLISHER: National Coal Association
RELEVANT TO: Applied Biological and agriculture, inter-related, industrial
TYPE OF MEDIA: Career kit
Pamphlets
Copyright: up to date
Reading level: 7-12
SUBJECT CONTENT: Brochures, leaflets, booklets and wall charts that will aid in developing a career interest in the coal industry, order forms for additional free teaching aid to free-loan film.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Since careers in coal are not available in many areas of U.S., this will make an excellent presentation for someone interested in this industry.

TITLE: PLUMBING I--RELATED INFORMATION — CO 170 038

AUTHOR: Harry Slater
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related; industrial; CWT; School-leaver
TYPE OF MEDIA: Textbook
pp. 198 - $3.15
Copyright: 1958
Reading level: 8-9
SUBJECT CONTENT: First of 3-volume series which presents the information needed to supplement the practical work experience performed by apprentice plumbers. Provides a foundation in the areas of Pipe and Fittings, Soil Pipe, Colt Water Supply, Drainage Systems, Hot Water Supply and Fixtures.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Additional Volumes II and III might be utilized by advanced students or for more in-depth study of a topic. Suitable for individualizing instruction.

TITLE: PLUMBING II -RELATED INFORMATION — CO 170 039

AUTHOR: Harry Slater
PUBLISHER: Delmar Publishers
RELEVANT TO: Inter-related, industrial, CWT, School-leaver
TYPE OF MEDIA: Textbook
pp. 173 - $3.00
Revised: 1962
Reading level: 8-9
SUBJECT CONTENT: A continuation and extension of information built on the corresponding sections of Plumbing I. Items not included with book one presented in this book because of the vast amount of information on the topics covered.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should be correlated with Book 1 and Book 3 of the series to assure overall development of student's knowledge in this technical area. Suitable for individualizing instruction.

TITLE: POWER TRAIN — CO 170 040

PUBLISHER: AIMS Instructional Media Services
RELEVANT TO: Inter-related, industrial, CWT
TYPE OF MEDIA: Films
13 min.(color)-$175
rental 1-3 days-$20
5 days-$40
Copyright: up to date
Grade level: 9-12
SUBJECT CONTENT: Animated film which reveals the principles and mechanics of the clutch, gearbox, universal joint, drive shaft and differential. The why, what and how of automobile transmission is demonstrated in an intriguing way.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good concepts presented. Clear explanation of topics.

TITLE: PRINCIPLES OF AIR CONDITIONING — CO 170 041
AUTHOR: V. Paul Lang — pp. 358 - $4.65
PUBLISHER: Delmar Publishers — Copyright: 1973
RELEVANT TO: Interrelated, Industrial — Reading level: 11
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: Seven sections: Introduction, Psychrometrics, Principles of Load Estimating, Air Distribution, Applied Load Estimating, Residential and Commercial Equipment, Air Conditioning Controls Balancing the System. The Appendix has nine tables, plus charts and a sample restaurant job estimate.
COST: Below average
LEARNING EFFECTIVENSS: Excellent
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent material for Industrial-Technical related. No additional references requiree unless desirable to learn about different thermometer scales. No shop equipment required. The experi ences at the training station will make this material more interesting.

TITLE: PRINCIPLES OF REFRIGERATION — CO 1/0 042
AUTHOR: R. Warren March & C. Thomas Olivo — pp. 370 - $4.65
PUBLISHER: Delmar Publishers — Revised: 1966
RELEVANT TO: Inter-Related, Industrial — Reading level: 14
TYPE OF MEDIA: Textbook and workbook
SUBJECT CONTENT: There are five sections--Introduction, Heat and Temperature, Transfer of Heat, The Heart of the Refrigeration System, and Electrical Control Requirements. Each section is broken down into units, with comprehensive questions at the end of units. The appendix consists of nine tables. Material is well illustrated.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Ideal for the Industrial Oriented student in refrigeration. No added references or workbooks required. Very comprehensive. Attacks the subject from theory and illustrations--which are good. The experiences on the job should add interest to this workbook.

TITLE: PRINTING LAYOUT AND DESIGN — CO 170 043
AUTHOR: Kenneth Orr — pp. 201 - $3.45
PUBLISHER: Delmar Publishers — Copyright: 1968
RELEVANT TO: Inter-Related, Industrial, Marketing — Reading level: 10-11
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Provides a basic knowledge of the principles of layout and design in printing. Divided into units, the material is presented and then an assignment in layout is required to make the student apply what he has learned.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Would also be a good resource book for a marketing program with students in ad layout or newspaper work. Suitable for individualizing instruction.

BEST COPY AVAILABLE

TITLE: A PROGRAMMED COURSE IN BASIC ELECTRICITY

CO 170 044

AUTHOR: Staff of Electrical Technology Department
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Interrelated, Industrial, School-leaver
TYPE OF MEDIA: Programmed learning materials
pp. 362 - $6.50
Revised: 1970
Reading level: 12

SUBJECT CONTENT: First steps toward electronics specialization, this book develops basic concepts essential to later studies in electronics. Student can pace his progress to suit his abilities. Only essential mathematics are covered. High interest rather than high IQ is stressed as ingredient for successful completion. Topics covered include Part I, Direct Current; Part II, A.C. Current; Electrical Laws; Sysmbols; Magnetism; Circuits; Meters; Induction; Resonance; Color Coding.
COST: Average
LEANING EFFECTIVENESS: Very good
COST-EFFECTIVENSS: Very good buy
COMMENT: Excellent material for individual study in the Industrial Oriented class. Complete with stated objectives and organizaed in programmed learning form. Should require at least two semesters to complete. No additional references required and no lab equipment is involved. The experiences at the training stations should complement the thory involved in the book.

TITLE: A PROGRAMMED COURSE IN BASIC ELECTRONICS

CO 170 045

AUTHOR: Staff of Electrical Technology Dept., New York Institute of Technology
PUBLISHER: McGraw-Hill Book Company
PELEVANT TO: Inter-related, Industrial
TYPE OF MEDIA: Programmed learning materials
pp. 416--$7.50
Copyright date: 1964
Reading level: 11-12

SUBJECT CONTENT: This course continues the steps toward electronics specialization started in the course Basic Electricity, by the same writers. The course, Basic Transistors, follows. This course discusses electron emmission and control in vacuum tubes; amplification; oscillation; modulation; detection; superheterodyne principles; and basic power supplies.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Adapted to individual study in the Industrial Oriented class. Each lesson begins with paragraphs, introducing the subject to be learned, and it finishes with a summary. The programmed instruction format is a tried and tested method. No lab equipment is involved, making the on-the-job experience invaluable to improving the learning.

TITLE: RELATED INFORMATION STUDY GUIDE FOR ELECTRICITY, VOLS. I, II, III, IV.

CO 170 046

PUBLISHER: Delmar Publishers
RELEVANT TO: Interrelated, Industrial Trade
TYPE OF MEDIA: Study guide
pp. Varies - $2.04 - $3.30
Revised: 1967
Reading level: 13

SUBJECT CONTENT: A series of four guides, covering theory, A.C. principles, generation of electricity, alternators and motors. Very complete. Answer keys for each volume.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Well illustrated. Material enough for two terms. Well adapted to cooperative related classes. Extra reference books are required.

TITLE: SCIENCE PACKET - MEASUREMENT AND THE METRIC SYSTEM — CO 170 047

PUBLISHER: National Science Teachers Association
RELEVANT TO: Industrial
TYPE OF MEDIA: Multi-media learning kit
Multi-media kit - $3.00
Copyright: 1973
Reading level: 8

SUBJECT CONTENT: A brochure or pack of materials introducing the metric system in an interesting and colorful way. Includes two metric rules, a cubic measure teaching device, plus an exhaustive list of articles found in issues of the "Mathematic Teacher" and "The Arithmetic Teacher".
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: This is very useful as an introductory media.

TITLE: SMALL ENGINES TRANSPARENCIES — CO 170 048

AUTHOR: William Sheppard
PUBLISHER: Gregg Division, McGraw-Hill
RELEVANT TO: Inter-related, industrial, CWT, WECEP, School-leaver
TYPE OF MEDIA: Teacher guide, transparencies
10 Transparency Units
$95.00
Copyright: 1972
Reading level: 11-12

SUBJECT CONTENT: Small engines transparencies covering units: 1) Magneto; 2) Magneto Operation; 3) Two-Stroke Cylinder; 4) Carburetor; 5) 4-stroke Cycle; 6) Fuel Pump; 7) Outboard Systems 8) Gear Case; 9) Fuel Tank Prescore
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Would need to be used in lecture discussion (Large group) as an A-V aid. Very good way of explaining the topics visually. Good unit on Outboard Engines, which is an area that is not always covered in other materials. Not good for individual learning.

TITLE: SMALL GASOLINE ENGINES - A STUDY GUIDE — CO 170 049

PUBLISHER: University of Alabama, Dept. of Industrial Ed.
RELEVANT TO: Applied Biological and Agriculture, Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Study guide
pp. 77--$1.50
Copyright date: 1969
Reading level: 9.5

SUBJECT CONTENT: Contains an analysis of the trade and a progress record. There are seventy-seven lessons, with some devoted to outboard motors and lawn mowers. All the questions require essay type answers, which will tend to improve the students' writing and spelling ability. Answer key is available.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good individual instruction material. Order study guide, then order references required. Total cost of references is $20.00. Five primary references are listed in the bibliography.

TITLE: STUDY GUIDE FOR AUTO MECHANICS — CO 170 050

PUBLISHER: University of Missouri
RELEVANT TO: Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Study guide
pp. 115--$2.50
Copyright date: 1972
Reading level: 12

SUBJECT CONTENT: Uses assignment sheets to give the technical related information on introduction to the trade, components, engine design and servicing, testing and servicing electrical systems, drive line, brakes, and air conditioning and job management is well covered with a variety of kinds of test questions.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very good material for individual learning. Does need someone to supervise who understands basic principles of power mechanics, electricity and the automobile internal combustion engine. Several references are required and should be ordered after acquiring the study guide. Contains complete analysis of trade as well as training plans.

TITLE: STUDY GUIDE FOR AUTO PARTSMAN — CO 170 051

PUBLISHER: University of Texas
RELEVANT TO: Inter-related, Industrial, and School-leaver
TYPE OF MEDIA: Study guide
pp. 113--$3.15
Copyright date: 1964
Reading level: 12

SUBJECT CONTENT: Contains suggestions on the use of supervised study guides; a progress record; stockroom procedures; merchandising information; master plans for handling parts; effective display; and bibliography.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: In the usual industrial co-op class, there will be automotive reference material available, but other materials (parts and books) will have to be sought out by the coordinator's diligence. The student will have to display some initiative, also. My employer-trainers have been of some help with locating materials, as has the post office and the express office with mailing regulations.

TITLE: STUDY GUIDE FOR BEAUTY CULTURE THEORY — CO 170 052

AUTHOR: Constance V. Kibbe
PUBLISHER: Milady Publishing Corporation
RELEVANT TO: Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Theory study guide
pp. 152--$5.00
Copyright date: 1967
Reading level: text, 11 workbook, 9.8 and state board review, 14.5

SUBJECT CONTENT: Meets the needs of students in apprenticeship and involved in a work study program. Contains most types of questions, plus sketches of the skeleton with identification tests. Completing this study guide and drilling with the state board exam review booklet, available from the same source, will assure the average-to-better student of passing the theory portion of the state board exam.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Better results are obtained when two or more students pursue the course together, especially when time comes for repetitive drill. The text entitled Standard Textbook of Cosmetology from the same source as the study guide is available and necessary. The book costs $7.00. The state board exam review booklet at $3.00 is essential also.

TITLE: STUDY GUIDE FOR BODY REPAIR — CO 170 053

PUBLISHER: University of Missouri
RELEVANT TO: Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Study guide: Technical
pp. 160--$2.50
Copyright date: 1972
Reading level: 11

SUBJECT CONTENT: Contains twenty-one assignment sheets and four information sheets, covering the repair business, safety, metals welding, tools and equipment, body and frame, refinishing, etc. Includes a complete analysis of the trade, plus a training plan and progress record.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very good material for individual learning. Several references are required and should be ordered after acquiring the study guide.

TITLE: A STUDY GUIDE FOR INTERIOR ELECTRIC WIRING - PART I, RESIDENTIAL — CO 170 054

AUTHOR: Kennard C. Graham
PUBLISHER: American Technical Society
RELEVANT TO: Inter-related and Industrial
TYPE OF MEDIA: Study guide
pp. 70--$1.25
Copyright date: 1961
Reading level: 11.5

SUBJECT CONTENT: Seventy pages of progress checks and examinations with some sketches. Guide is to be used with and is developed by Graham's text, Interior Electric Wiring, 6th ed., 1961. This is a specific related guide for electricians covering codes, theory, how-to instructions and estimating.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This is a basic course in wiring, starting with fundamental concepts of electricity and circuitry. It is well adapted to the industrial co-op class. Needs only the reference text of the same name and published by the same company. Answer key is available.

TITLE: A STUDY GUIDE - UNDERSTANDING & SERVICING FRACTIONAL HORSEPOWER ELECTRIC MOTORS

CO 170 055

AUTHOR: Sanford Sasser
PUBLISHER: American Technical Society
RELEVANT TO: Inter-related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
pp. 95--$1.25
Revised: 1968
Reading level: 10
SUBJECT CONTENT: Title indicates content. Ninety-five pages of completion and matching questions, following the textbook of the same title. Answers are in appendix and probably should be removed and kept in instructor's possession.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Very good tool for individualized instruction, such as desired for related classes in industrial co-op. No lab equipment is mandatory, since the student will have opportunity to work with hands on experiences at his training station. Needs only the reference text of the same name and published by the same company.

TITLE: SUPERVISED STUDY GUIDE FOR RELATED INSTRUCTION IN PHOTOGRAPHY

CO 170 056

AUTHOR: Paul J. Isbell
PUBLISHER: University of Texas, Industrial Education Department
RELEVANT TO: Inter-related, Industrial
TYPE OF MEDIA: Technical study guide
pp. 80--$3.15
Copyright date: 1968
Reading level: 12.5
SUBJECT CONTENT: The progress record lists jobs or operations in the trade and related study topics. Discusses history of photography, types of cameras, film, developing and finishing, correct exposure, color and composition. Confined to still photography.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Adapted to individual instruction. Close correlation with on the job experiences would improve effectiveness. Two references, costing under $15.00, are required. A unit test booklet and an answer key is available and should be used with the course book.

TITLE: TEACHER LIABILITY IN SCHOOL SHOP ACCIDENTS

CO 170 057

AUTHOR: Dennis J. Kigin
PUBLISHER: Prakken Publications
RELEVANT TO: Industrial, inter-related
TYPE OF MEDIA: Professional Library
pp 148 - $5.20 cloth
$3.60 paperback
Copyright: 1973
Reading level:
Teacher material
SUBJECT CONTENT: Nature and extent of shop-teacher liability is discussed along with safety, litigation, damage claims, and consequences of liability are covered. Numerous court cases are cited throughout the text.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Each cooperative and vocational education departments should have a copy.

TITLE: TECHNICAL METALS

CO 170 058

AUTHOR: Harold V. Johnson
PUBLISHER: Charles A. Bennett Company, Inc.
RELEVANT TO: Inter-related, Industrial and School-leaver
TYPE OF MEDIA: Textbook and workbook
pp. 480--$8.58
wkbk.--$2.82
Revised: 1973
Reading level: 11-12
SUBJECT CONTENT: Covers planning, safety, occupational information, operations, tools and measurement. Problems in math are correlated with each unit. Many excellent illustrations and photographs are used, many in full color. The workbook is well illustrated and employs a variety of questions and problems. Answer sheet comes with order. The material covered includes bench metal, wrought metal, metal spinning, art metal, sheet metal, forging, foundry, welding, machining, and finishing of metals. Each section includes interesting projects for further learning.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: This book is well adapted to the general metals class. The best cooperation would be required of the training station and employer for the Industrial Oriented student to derive the best from the text. The related class would not be able to afford the opportunities for hands on experiences detailed in the text. The workbook offers excellent opportunity for technical related work in the related class.

TITLE: THIOKOL SMALL ENGINE MECHANICS PROGRAM

CO 170 059

AUTHOR: Thiokol Chemical Corporation
PUBLISHER: McGraw-Hill Book Co.
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special, WECEP School-leaver, Adult Education
TYPE OF MEDIA: Reference book, student manuals, sound tapes
6 kits-$25.00-$95.00 each
Copyright: 1973
Reading level: 9-12
SUBJECT CONTENT: The system includes six kits: Safety; Tools and Fasteners; Measuring Tools; Fundamentals of Power; 2-Cycle Engine; and 4-Cycle Engine. Each kit is divided into short work units and contains a text-workbook, cassettes, and visual booklets. The student works independently through each unit using his own equipment.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS:: Very good buy
COMMENT: This comprehensive multi-media training system is designed to give students an employable skill by training them to service and repair small engines. It may also be used as an introduction to gasoline combustion engines for courses in power mechanics and automotive technology. The program has been thoroughly field tested in job corps training centers by the Thiokol Chemical Corporation.

TITLE: TIG WELDING

CO 170 060

PUBLISHER: Library Filmstrip Center
RELEVANT TO: Inter-Related, Industrial and School-Leaver
TYPE OF MEDIA: Filmstrip and cassette
75 frames - $23.00
Copyright: 1972
Reading level: 9 and up
SUBJECT CONTENT: Explains equipment used, diller wire sizes, electrical current use, how to weld. Ten frames at the end are devoted to questions and answers.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: For coop classes separate projection room required. Need cassette player and filmstrip projection equipment.

TITLE: TRADE AND INDUSTRIAL EDUCATION NOTEBOOK — CO 170 061

AUTHOR: Thomas O. Harris and Robert E. Scott — 10 sections - $3.00
PUBLISHER: The Interstate Printers and Publishers, Inc. — Copyright: 1968
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-special WECEP, School-leaver — Reading Level: 12
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: An organized notebook which can be utilized by student as he progresses in the coop program. Samples of forms, facts about jobs, orientation to cooperative education, trade terminology and VICA (youth group) are presented.
COST: Average to above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENT: May be a good resource for a coordinator to help build a notebook to fit individual programs and needs.

TITLE: TURNING TECHNOLOGY — CO 170 062

AUTHOR: S. F. Krar and J.W. Oswald — pp. 287 - $5.25
PUBLISHER: Delmar Publishers — Copyright: 1971
RELEVANT TO: Interrelated, Industrial — Reading level: 13
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Discusses lathe types and their construction, between center work, chuck work, special operations, the turret lathe and just a little about numerical control.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Could be effective material for coop related classes. The illustrations are good. The experiences at the training station should supplement the text. Questions at the end of the chapters are good, though not varied as to type --mostly essay. Answer key is provided.

TITLE: UNDERSTANDING RADIO ELECTRONICS — CO 170 063

AUTHOR: Milton Kaufman, Herbert Watson, Herbert Welch, and George Eby — pp. 709 - $10.95
PUBLISHER: McGraw-Hill Book Company — Copyright: 1972
RELEVANT TO: Inter-related, Industrial — Reading level: 13
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: This is a beginner's text. It begins with a general introduction to the field of radio communications, including a bit about space-age communications. Covers both vacuum tube and solid state circuits, with emphasis on solid state, printed circuits. VHF, UHF, and Super High Frequencies are presented in relatively simple terms. Basic operation of FM receivers and transmitters is explained.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent book for co-op classes. Does not require additional references or study guides. Some acquaintance with radio electronics on the part of the coordinator would be good. Each chapter concludes with questions. Answers are supplied in back of book.

TITLE: WELDING VOCABULARY

CO 170 064

AUTHOR: Charles G. Casey
PUBLISHER: Library Filmstrip Center
RELEVANT TO: Inter-related, Industrial, School-leaver, and formal welding classes
TYPE OF MEDIA: Filmstrip and cassette
63 frames--$23.00
Revised: 1972
Reading level: secondary, college, adult, and vocational
SUBJECT CONTENT: Discusses equipment, temperatures, gases, types of welds, types of flames, types of rods and cutting.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Separate projection room is necessary for co-op class. Cassette player and filmstrip projector required.

TITLE: WORKBOOK FOR BEAUTY CULTURE

CO 170 065

PUBLISHER: Milady Publishing Company
RELEVANT TO: Inter-Related, Industrial, School-leaver
TYPE OF MEDIA: Study guide
pp. 152 - $5.00
Copyright: 1970
Reading level: 9.8
SUBJECT CONTENT: A thoroughly proven guide for the preparation for taking state board exams for licensed beauticians. Covers all topics for preparation for the exam. All types of questions are used, including skeletal drawings, with nomenclature tests.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: With the required minimum hours practical experience under licensed beauticians as trainers and diligent application to this material, the average student would have no difficulty passing the state board and acquiring his or her license. This study guide can easily be mastered in the industrial oriented related class within the time required for apprenticeship. Answer key is available.

TITLE: THE ANGRY FLAME

CO 090 001

AUTHOR: Educational Materials Center
PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services
Filmstrip (10 min.)--$12.50
Copyright date: 1971
Listening level: High school
TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials.
SUBJECT CONTENT: Preventing fires in food service establishments.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for training food service workers in taking care of fire emergencies.

TITLE: BEING A FOOD SERVICE WORKER--TRAINING THE FOOD SERVICE WORKER

CO 090 002

AUTHOR: Hospital Research and Educational Trust
PUBLISHER: Robert J. Brady Company
RELEVANT TO: Personnel and Public Services
Student pp. 308--$4.50 ea.
Instructor pp. 218--$4.50 ea.
Reading level: 10
TYPE OF MEDIA: Teacher guide, student manuals, and teacher developed materials (final exam, lesson plans, etc.)
SUBJECT CONTENT: Basic tasks and desirable behaviors for being a food service worker; sanitation, housekeeping and safety, nutrition, purchasing, food preparation, non-food supplied, types of food service, cost, and control.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Basic information is contained within the manual and guide so other supplies are not needed. Some lab preparation would be wise. Excellent for all students on-the-job in areas of food service could be used for individual study of specific related information in class.

TITLE: BEING A HOUSEKEEPING AID--TRAINING THE HOUSEKEEPING AID

CO 090 003

AUTHOR: Hospital Research and Educational Trust
PUBLISHER: Robert J. Brady Company
RELEVANT TO: Personnel and Public Services
Student pp. 324--$4.50
Instructor pp. 276--$6.00
Revised: 1973
Reading level: 9
TYPE OF MEDIA: Teacher guide, student manual, and teacher developed materials (lesson plans and suggested questions)
SUBJECT CONTENT: Basic training for housekeeping: principles of sanitation, personal care, cleaning procedures for difficult areas, controlling pests, care and upkeep of equipment, cleaning patient units, and isolation units.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: All basic information is contained within the manuals and guide so other materials are not needed. Could be used as individual study to supplement on-the-job.

BEST COPY AVAILABLE

TITLE: BEING A WARD CLERK--TRAINING THE WARD CLERK
CO 090 004
AUTHOR: Hospital Research and Educational Trust
PUBLISHER: Robert J. Brady Company
Student pp. 290--$4.50 ea.
Instructor pp. 278--$4.50 ea.
RELEVANT TO: Personnel and Public Services
Revised: 1972
TYPE OF MEDIA: Teacher guide, student manuals, teacher developed materials and textbooks
Reading level: 11
SUBJECT CONTENT: A guide for learning how to keep a nursing unit running smoothly; hospital records, routines, vocabulary and laboratory procedures, hospital departments, and general information about patient care.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Basic information is found within manual and teachers guide so other materials are not needed. Could be used as individual study to supplement on the job.

TITLE: BETTY CROCKER FILM LIBRARY
CO 090 005
AUTHOR: General Mills
PUBLISHER: Betty Crocker Film Library
9 filmstrips--$5.00 per kit
RELEVANT TO: Personnel and Public Services
Revised: 1973
TYPE OF MEDIA: Filmstrips, student manuals and scripts
Listening level: 8
SUBJECT CONTENT: Step-by-step directions for pie-making, yeast breads, muffins, biscuits, cakes, frostings, cookies, meal planning, packaging, convenience cooking and modern cookery.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be used individually by co-op students to acquaint themselves with various mixing and baking problems. Many home economics teachers may, however, have used this in foods classes, and it could be "old hat" to co-op students.

TITLE: BUYING AND CARE OF PILLOWS, BUYING AND CARE OF SHIRTS, CERTIFIED WASHABLE AND DRYCLEANABLE SEAL LABORATORY AND PROFESSIONAL CARE OF FABRICS
CO 090 006
PUBLISHER: International Fabricare Institute
34 frames (25-35 min.)--$5.00 each
RELEVANT TO: Personnel and Public Services
Grade level: 10-12
TYPE OF MEDIA: Filmstrips and scripts
SUBJECT CONTENT: Covers the actual steps for caring for clothing in a dry cleaning establishment. Good pictures of equipment.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Very good for students working in laundries. Can observe different types of work and equipment used in care of clothing. Some sample titles are: Buying and Care of Pillows, Buying and Care of Shirts, Certified Washable and Dry Cleanable Seal Laboratory, and Professional Care of Fabrics.

TITLE: CAREER PLANNING FOR CHILD CARE
CO 090 007
AUTHOR: Leni Donaldson
PUBLISHER: Salt Lake School District
pp. 165--$3.00
Reading level: 10
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Learning activity packages and "concept cards"
SUBJECT CONTENT: Emphasizes on day care training: applying for a job, exceptional children, infant care, play, health and safety, food and eating habits, child care operations, books, music, science, and art. Ends with teacher and student evaluation.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Students in child care can move at own speed doing all or selected activities. Information sheets and exercises can be done at any time and in any order. Excellent material for individualizing instruction.

BEST COPY AVAILABLE

TITLE: CAREERS IN HOTEL MANAGEMENT — CO 090 008

AUTHOR: Virginia B. McDonnell
PUBLISHER: Julian Messner, Inc./Division of Simon & Schuster, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 190 - $4.50
Copyright: 1971
Reading level: 11
SUBJECT CONTENT: Covers all aspects of hotel industry opportunities, family ventures, resorts, chains, motor hotels, catering, sales, housekeeping, etc.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent reading for in-depth search for food and hospitality workers.

TITLE: CHEF HERMAN'S STORY--HOW WE STARTED STUDENTS ON SUCCESSFUL FOOD SERVICE CAREERS — CO 090 009

AUTHOR: Herman A. Breithaupt
PUBLISHER: Cahners Books, Division of Cahners Publishing Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 241 - $12.95
Copyright: 1972
Grade level: 11 & up
SUBJECT CONTENT: The story of Herman Breithaupt, a European-trained chef and food expert, and his accomplishments at Chadsey High School, the first high school in the U.S. designed to prepare young people for careers as cooks.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Can be used by individuals in food service to read for enjoyment and for more self-understanding.

TITLE: CHEF'S GUIDE TO QUANTITY COOKERY — CO 090 010

AUTHOR: J. H. Breland
PUBLISHER: Dahl Publishing Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 470 - $6.50
Copyright: 1947
Reading level: 10
SUBJECT CONTENT: Recipes appropriate for commercial cooking.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent source for recipes for restaurant cooking and lab work. Students can compare preparation, cost, and portion control.

TITLE: CHILD CARE AIDE — CO 090 011

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials (tests and answer books)
Teacher: $10.00
Student: $6.50
Reading level: 11
Copyright: 1969
SUBJECT CONTENT: Course outline: job analysis, study units including these concepts: needs and development of children, food and eating habits, play, toys and games, nature and science experiences, health and safety.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Students employed in child care centers will be able to apply these techniques and information immediately with infants, pre-school and/or exceptional children.

BEST COPY AVAILABLE

TITLE: CLOTHING--A COMPREHENSIVE STUDY

CO 090 012
pp. 468
Copyright: 1968
Reading level: 12

AUTHOR: Hazel Thompson Craig
PUBLISHER: J. B. Lippincott Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Origin and evaluation of clothing and fashion and the garment industry.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent source for individual help with overall clothing service and skills.

TITLE: CLOTHING ASSISTANT

CO 090 013
Teacher: $10.00
Student: $6.50
Reading level: 13
Copyright: 1969

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
SUBJECT CONTENT: Includes complete unit: concepts of fitting ready-made clothing, equipment, alterations, repairs, pressing, dry cleaning, recordkeeping and fabric characteristics.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed to repair and alter clothing, work in dry cleaning establishments, guide customers in fabric selection, or construct garments for others.

TITLE: COLETTEES - SEA; FIELDS & FORESTS; GARDEN & FIELD FLOWERS

CO 090 014
6 filmstrips - $14.00 per set
Copyright: 1970
Reading level: 7

PUBLISHER: Visual Aids Studio
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: Directions for pasting and putting together collections of natural materials into floral arrangements, shadow box, and pressed prints.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for students interested in arts and crafts area. Gives very detailed illustrations for creating salable items.

TITLE: CONSUMER EDUCATION PROGRAMMED LEARNING INSTRUCTORS

CO 090 015
pp. 50+ per booklet--free
Copyright date: 1970
Grade level: 10-12

AUTHOR: Division of Vocational and Technical Education
PUBLISHER: State of Illinois
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Contains units on general principles and consumer purchasing, budgeting and managing money, using consumer credit, buying goods (foods, clothing and household furnishings), buying services, automotive products and services, leisure time, housing insurance, consumer rights and responsibilities, consumer taxes, and savings and estimates.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Gives an overall view of buying power and responsibilities to cooperative students. Booklets are excellent to have handy for students to pick up and use in any "extra" minutes. Or to build units of teaching by the teacher.

TITLE: COOKING FOR PROFIT

CO 090 016

PUBLISHER: Gas Magazines, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Magazine
Cost: $10/yr. - monthly
Copyright: 1973
Reading level: 10
SUBJECT CONTENT: Information on food preparation, service, products, equipment, and commercial establishments.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent for food service workers to read for enjoyment and information. Acquaints students with up-to-date information.

TITLE: COOKING WITH UNDERSTANDING

CO 090 017

AUTHOR: Herbert L. Nichols, Jr.
PUBLISHER: North Castle Books
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book, (Textbook), Examination guide
pp. 826
Copyright: 1971
Reading level: 11
SUBJECT CONTENT: A full and detailed discussion of the whole field of work--methods of cooking, nature of different foods, facts about health and diet, and the tools and appliances in the kitchen. Includes step-by-step instructions with explanation of reasons.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Cooks can refer to this book for skills and much technical knowledge needed for preparation of all types of foods.

TITLE: THE CORRECT WAITRESS

CO 090 018

AUTHOR: Susan M. Dietz
PUBLISHER: Ahrens Publishing Company, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Pamphlets
pp. 58--25¢
Copyright date: 1968
Reading level: 9
SUBJECT CONTENT: A practical manual for waitresses, written with an understanding of both employer and employee problems. A good guide for training.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Could be used as a text for an entire foods service class training waitresses.

TITLE: DIETITIAN AIDE

CO 090 019

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
Teacher: $10.00
Student: $6.50
Copyright: 1969
Reading level: 10
SUBJECT CONTENT: Includes information on diet therapy, equipment, food preparations and service, safety, sanitation and management.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in hospitals, nursing homes, or other health care facilities.

TITLE: DRIVE-IN FAST SERVICE

CO 090 020

PUBLISHER: Harcourt Brace Jovanovich
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Magazine
Cost: $10/yr. - monthly
Copyright: 1973
Reading level: 10
SUBJECT CONTENT: Articles about food industry: service, products, labor, equipment, food preparation, and specific food chains and restaurants.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent source for keeping up to date on quick food service and foods products and equipment.

TITLE: ENJOYING LITERATURE WITH YOUNG CHILDREN

CO 090 021

AUTHOR: Edited by Leland B. Jacobs
PUBLISHER: Teacher's College Press
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 63--$1.75
Revised: 1972
Reading level: 11

SUBJECT CONTENT: Discusses and gives examples for telling stories, selecting good literature for children, reading aloud, choral speaking, creating settings, and dramatizing literature for children.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Child care aides and classroom assistants can get excellent ideas from this booklet for using as they work with children.

TITLE: FASHION: A VISUAL HISTORY

CO 090 022

PUBLISHER: Visual Aids Studio
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrips
5 filmstrips - $35.00
Copyright: 1972
Reading level: 11

SUBJECT CONTENT: Characteristics of the different fashions from 4th century B.C. to 20th century. Explains how politics, economies, religion, etc., influenced changes.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for students in fashion design and merchandising.

TITLE: FASHION AND YOU

CO 090 023

PUBLISHER: Visual Aids Studio
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrips
3 filmstrips--$21.00 for all 3
Copyright: 1964
Reading level: 9

SUBJECT CONTENT: Contains information for general understanding of fashion and how the individual uses it.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for students interested in fashion selling. Script and filmstrip would stimulate good discussion. These could be for personal improvement or for relating to customer needs.

TITLE: FASHION AS A CAREER

CO 090 024

AUTHOR: Edith Heal
PUBLISHER: Simon and Schuster, Inc./Julian Messner Division
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 190 - $3.95
Copyright: 1966
Reading level: 12

SUBJECT CONTENT: History of fashion, its influence on modes and the rewards for those in the field.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Would be excellent reading for a student working in design and really interested in making a decision about pursuing it with more schooling.

BEST COPY AVAILABLE

TITLE: FASHION-COLOR, LINE AND DESIGN — CO 090 025

AUTHOR: Leslie Ruth Pelty — pp. 152--list, $7.30; education, $5.48; teacher's manual, $5.00
PUBLISHER: ITT Educational Services, Inc. — Copyright: 1971
RELEVANT TO: Personnel and Public Services — Reading level: 9
TYPE OF MEDIA: Textbooks, color chart and plastic styling figurine (included)
SUBJECT CONTENT: Fashion drawing, color, design matices, costume history, accessories, and size ranges are covered with special projects for each area.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: For use with clothing occupations, specifically students needing work in fashion design. This publisher also has a whole series of other fashion books.

TITLE: FILMS AND STUDY GUIDE PACKETS FROM NATIONAL EDUCATIONAL MEDIA, INC. — CO 090 026

PUBLISHER: National Educational Media, Inc. — Films (approx. 15 min. ea.)--$130.00
RELEVANT TO: Personnel and Public Services — Rental: 2 days--$11.00
TYPE OF MEDIA: Films, study guides, instructor's information sheets, and post tests. — 1 week--$22.00
1 month--$50.00
SUBJECT CONTENT: These present the responsibilities and duties of various areas of food service, as well as other areas of public service. — Copyright date: 1971
COST: High — Grade level: 11-12
LEARNING EFFECTIVENESS: Excellent
COST-EFFECTIVENESS: Excellent buy
COMMENT: This series can be greatly valuable in the Personnel and Public Service area. The films are very well done and are an excellent teaching tool. The following is a list of the specific titles:

DEEP FAT FRYING
GIVE YOUR EGGS A BREAK
CARVING THE RIB ROAST
THE HAMBURGER SANDWICH
BROILING
A COOL HEAD FOR SALADS
SANDWICH PREPARATION AND PRESENTATION
FAST SANDWICH MAKING
KITCHEN SAFETY: PREVENTING FALLS
KITCHEN SAFETY: PREVENTING BURNS
KITCHEN SAFETY: PREVENTING MACHINE INJURIES
KITCHEN SAFETY: PREVENTING CUTS & STRAINS
DINING ROOM SAFETY
COURTESY: FOOD SERVICE IS PEOPLE SERVICE
COURTESY: THE INSIDE STORY
HOW DO YOU LOOK WHEN IT COUNTS?
TAKING THE ORDER
PRESENTATION OF FOOD AND BEVERAGE
TABLE SETTINGS
MR. BUSBOY
PREVENTING WASTE
MR. DISH MACHINE OPERATOR
SANITATION: WHY ALL THE FUSS?
SANITATION: RULES MAKE SENSE
DINING ROOM SANITATION
THE NEW SYSTEM
USING STANDARDIZED RECIPES
RUSH HOUR SERVICE
CAFETERIA SERVICE
KITCHEN SAFETY: PREVENTING FIRES
ROASTING
BRAISING & STEWING
VEGETABLE PREPARATION
SANITATION: RODENT & INSECT CONTROL
SELLING WINE AND LIQUOR
SIMMERING AND POACHING
SHORT ORDER COOKERY
RECEIVING AND STORING
THE MAID: CLEANING THE BATHROOM
THE MAID: MAKING UP THE ROOM
THE FRONT DESK
THE BELLMAN
ROOM SERVICE
TELEPHONE MANNERS

TITLE: FOCUS ON FOOD — CO 090 027

AUTHOR: Peck, Moragne, Sickler, and Washington — pp. 422 - $5.97
PUBLISHER: McGraw-Hill--Webster Division — Copyright: 1974
RELEVANT TO: Personnel and Public Services, CWT-Special needs — Reading level: 9
TYPE OF MEDIA: Reference book — Grade level: 8-12
SUBJECT CONTENT: This is a junior high text, which emphasizes nutrition, food fadism, world foods, consumer aspects, and careers in the food field.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENTS: While a junior high text basically, this book could be used as reference for beginning food service workers.

TITLE: FOOD & NUTRITION FOR ELEMENTARY GRADER — CO 090 028
AUTHORS: Benzley, Bailey, Morton, Edwards, and Donaldson — Approx. pp. 125--Free
PUBLISHER: Board of Education, Salt Lake City, Utah — Reading level: 8
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher developed materials
SUBJECT CONTENT: Lessons with aids and lab outlines, bulletin boards, study sheets, etc. for teaching K-6 grades and nutrition.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Classroom assistants and child care aides can use this handbook for developing their assignments on the job. Helps them understand the level of work a younger child can grasp.

TITLE: FOOD SERVICE EMPLOYEE — CO 090 029
PUBLISHER: Texas Tech. University — Teacher: $10.00
RELEVANT TO: Personnel and Public Services — Student: $6.50
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials — Reading level: 12
SUBJECT CONTENT: Includes units on sanitation, safety, commercial kitchens, equipment, food preparation, production and service, receiving and storing foods. — Copyright: 1969
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in commercial or institutional food services.

TITLE: FOOD SERVICE - INDIVIDUAL STUDY GUIDE — CO 090 030
AUTHOR: Instructional Materials Laboratory — pp. 110
PUBLISHER: University of Missouri/Department of Practical Arts and Vocational Technical Education — Revised: 1972
RELEVANT TO: Personnel and Public Services — Reading level: 12
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: A course of study, consisting of an analysis of food service, together with assignment sheets.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Food service workers can study this individually in conjunction with their on-the-job training. Food reference texts are required.

TITLE: FOOD SERVICE INDUSTRY--TRAINING PROGRAMS & FACILITIES — CO 090 031
AUTHOR: U. S. Department of Health, Education & Welfare — pp. 183--Free
PUBLISHER: U. S. Government Printing Office — Copyright date: 1961
RELEVANT TO: Personnel and Public Services — Reading level: Teacher material
TYPE OF MEDIA: Booklet
SUBJECT CONTENT: Includes suggested teaching materials and methods for training individuals for the food service industry.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good for a teacher reference when studying scope of the industry, foods sales, responsibilities of workers, sanitation and safety. There are many other yearly publications that can be acquired.

TITLE: FOOD SERVICE MARKETING

CO 090 032

PUBLISHER: E.T.P., Inc., Headquarters
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Magazine, monthly
SUBJECT CONTENT: Monthly magazine with current articles about the food industry--service, preparation, new products, and equipment, and distribution.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for keeping abreast of current food service issues and events. Can be used for class reports and individual reading.

2 years - $7.50
Reading level: 14

TITLE: FOOD SERVICE WORKER

CO 090 033

PUBLISHER: Delmar Publishers
RELEVANT TO: Personnel and Public Services and CWT , CWT-Special needs
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Pre-vocational self-instructional manual covering duties and responsibilities, employment opportunities, education and training required, wages and benefits, and skills in working as a food serviceworker.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: May be used for slower students in food service

pp. 53 - $1.05
Copyright: 1970
Reading level: 7

TITLE: THE FREELOADERS

CO 090 034

AUTHOR: Educational Materials Center
PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials
SUBJECT CONTENT: Emphasizes factors which cause pests to enter, stay and multiply. Stresses good practices which must be observed to deny entry.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Helps students realize the importance of good housekeeping and prompt removal of trash.

Filmstrip (10 1/2 min.)--$14.95
Copyright date: 1971
Listening level: High school

TITLE: GUIDE TO MODERN CLOTHING

CO 090 035

AUTHOR: Sturn, Grusser, Lyle and Roberts
PUBLISHER: McGraw-Hill Book Company
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Units on developing creativity, fabrics, care and selection, consumer responsibilities, and fashion as a career as well as construction techniques are discussed. Excellent unit on wage earning in the fashion world.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent chapter on wage earning in the world of fashion for clothing design and service workers.

pp. 562--$6.99
Copyright date: 1973
Reading level: 10

TITLE: GUIDE TO MODERN MEALS

CO 090 036

AUTHOR: Shank, Fitch, Chapman, and Sickler
PUBLISHER: McGraw-Hill Book Company/Webster Division
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 576 - $6.96
Copyright: 1970
Reading level: 11
SUBJECT CONTENT: Units in book are on meal planning, preparation, foods for meals, and recipes. This is a comprehensive text.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is a well-done reference book for the area of foods. Many pictures and charts make it a visually attractive book.

TITLE: HOME FURNISHINGS AIDE

CO 090 037

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
Teacher: $10.50
Student: $7.00
Reading level: 10
Copyright: 1969
SUBJECT CONTENT: Includes business aspects, interior design, working with clients, drapery construction, decorative furnishings, upholstery, care and maintenance of workroom or storage.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in interior design studios, department stores, drapery or upholstery workrooms.

TITLE: HOUSEKEEPING MANAGEMENT ASSISTANT

CO 090 038

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
Teacher: $7.00
Student: $4.50
Copyright: 1969
Reading level: 11
SUBJECT CONTENT: Includes tasks and responsibilities, equipment and supplies, management of daily and occasional duties, floor care, laundry procedures, and care of children.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in hotels, motels, hospitals, nursing homes, private homes, or institutions.

TITLE: HOW TO INVEST IN PEOPLE

CO 090 039

PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrip, pamphlets, records, study guide
Filmstrip (12 min.)--$14.95
3 pamphlets--$2.00 each
Grade level: 12 to adult
SUBJECT CONTENT: Stresses the importance of training personnel and making them aware of career ladders in food industries.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good for showing students how they can move up in food service and make it a career rather than just a job.

BEST COPY AVAILABLE

TITLE: FOOD SERVICE MARKETING — CO 090 032

PUBLISHER: E.T.P., Inc., Headquarters — 2 years - $7.50
RELEVANT TO: Personnel and Public Services — Reading level: 14
TYPE OF MEDIA: Magazine, monthly
SUBJECT CONTENT: Monthly magazine with current articles about the food industry--service, preparation, new products, and equipment, and distribution.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for keeping abreast of current food service issues and events. Can be used for class reports and individual reading.

TITLE: FOOD SERVICE WORKER — CO 090 033

PUBLISHER: Delmar Publishers — pp. 53 - $1.05
RELEVANT TO: Personnel and Public Services and CWT , CWT-Special needs — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials — Reading level: 7
SUBJECT CONTENT: Pre-vocational self-instructional manual covering duties and responsibilities, employment opportunities, education and training required, wages and benefits, and skills in working as a food serviceworker.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: May be used for slower students in food service

TITLE: THE FREELOADERS — CO 090 034

AUTHOR: Educational Materials Center — Filmstrip (10 1/2 min.)--$14.95
PUBLISHER: National Restaurant Association — Copyright date: 1971
RELEVANT TO: Personnel and Public Services — Listening level: High school
TYPE OF MEDIA: Filmstrip, record, study guide and teacher developed materials
SUBJECT CONTENT: Emphasizes factors which cause pests to enter, stay and multiply. Stresses good practices which must be observed to deny entry.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Helps students realize the importance of good housekeeping and prompt removal of trash.

TITLE: GUIDE TO MODERN CLOTHING — CO 090 035

AUTHOR: Sturn, Grusser, Lyle and Roberts — pp. 562--$6.99
PUBLISHER: McGraw-Hill Book Company — Copyright date: 1973
RELEVANT TO: Personnel and Public Services — Reading level: 10
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Units on developing creativity, fabrics, care and selection, consumer responsibilities, and fashion as a career as well as construction techniques are discussed. Excellent unit on wage earning in the fashion world.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent chapter on wage earning in the world of fashion for clothing design and service workers.

BEST COPY AVAILABLE

TITLE: GUIDE TO MODERN MEALS

CO 090 036

AUTHOR: Shank, Fitch, Chapman, and Sickler
PUBLISHER: McGraw-Hill Book Company/Webster Division
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
pp. 576 - $6.96
Copyright: 1970
Reading level: 11
SUBJECT CONTENT: Units in book are on meal planning, preparation, foods for meals, and recipes. This is a comprehensive text.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is a well-done reference book for the area of foods. Many pictures and charts make it a visually attractive book.

TITLE: HOME FURNISHINGS AIDE

CO 090 037

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
Teacher: $10.50
Student: $7.00
Reading level: 10
Copyright: 1969
SUBJECT CONTENT: Includes business aspects, interior design, working with clients, drapery construction, decorative furnishings, upholstery, care and maintenance of workroom or storage.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in interior design studios, department stores, drapery or upholstery workrooms.

TITLE: HOUSEKEEPING MANAGEMENT ASSISTANT

CO 090 038

PUBLISHER: Texas Tech. University
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, student manuals, and teacher developed materials.
Teacher: $7.00
Student: $4.50
Copyright: 1969
Reading level: 11
SUBJECT CONTENT: Includes tasks and responsibilities, equipment and supplies, management of daily and occasional duties, floor care, laundry procedures, and care of children.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For students employed in hotels, motels, hospitals, nursing homes, private homes, or institutions.

TITLE: HOW TO INVEST IN PEOPLE

CO 090 039

PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrip, pamphlets, records, study guide
Filmstrip (12 min.)--$14.95
3 pamphlets--$2.00 each
Grade level: 12 to adult
SUBJECT CONTENT: Stresses the importance of training personnel and making them aware of career ladders in food industries.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good for showing students how they can move up in food service and make it a career rather than just a job.

BEST COPY AVAILABLE

TITLE: ILLINOIS TEACHER OF HOME ECONOMICS — CO 090 040

AUTHOR: Hazel Spitzie (Editor) — pp. 125 per issue
PUBLISHER: Div. of Home Economics Education, Dept. of Vocational and Technical Education, University of Illinois — Copyright date: yearly; Reading level: Teacher guide
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Magazine
SUBJECT CONTENT: Published five times a year with each publication continuing articles on current home economics issues, teaching aids and learning experiences for classroom use in career education and vocational home economics.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Much of the material is ready for duplicating and using immediately in the classroom. Excellent evaluation devices are included for individual or group use. Also, simulated games for group activity.

TITLE: IMPROVING THE STATUS OF HOUSEHOLD EMPLOYMENT — CO 090 041

AUTHOR: Allison H. Dawson — pp. 54-$1.00
PUBLISHER: National Committee on Household Employment — Revised: 1969
RELEVANT TO: Personnel and Public Services — Reading level: 15
TYPE OF MEDIA: Handbook for teacher or community committee, pamphlets and study guide — Party aide: 7
SUBJECT CONTENT: Describes how to organize a community committee, adapting a program, examples of what some communities are doing, and a sample training curriculum.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent information for a coordinator who will be working with household aides. The party aide manual is well organized and covers details. Suitable for individualizing instruction.

TITLE: INSTITUTIONS VOLUME FEEDING — CO 090 042

AUTHOR: Volume Feeding Management Institution/Circulation Dept. — Cost: $1/iss., $20/yr. - 24/yr.
PUBLISHER: Cahners Publishing Co. — Copyright: 1973
RELEVANT TO: Personnel and Public Services — Reading level: 10
TYPE OF MEDIA: Magazine
SUBJECT CONTENT: Up-to-date information about the food service industry--recipes, equipment, new products, sanitation, job opportunities, and specific restaurant and institutional food operations.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: May be used to keep abreast of food service in hotels, motels, restaurants, hospitals, nursing homes, schools, cafeterias, etc. Excellent for individual reading, discussions, and research for projects.

TITLE: IS A CAREER IN THE HOTEL OR MOTEL BUSINESS FOR YOU? — CO 090 043

PUBLISHER: Counselor Films, Inc. — Film (14 min.)--$200.00
RELEVANT TO: Personnel and Public Services — rent $30.00 per week
TYPE OF MEDIA: Film — Grade level: 7-12
SUBJECT CONTENT: Takes a look at types of jobs in the lodging industry--housekeeping, guest services, front office and managership.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Could be used for exploring job interests, stimulating more discussion on attitudes and personal characteristics needed for successful employment.

TITLE: KNOW YOUR JOB
AUTHOR: National Dairy Products Corporation
PUBLISHER: Sealtest, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: A fountain manual of service operation and technique.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Use for training in food service--counter waitressing and fountain workers. The illustrated step-by-step instructions are easy to follow. Even though it is old, the steps are basically the same. There may be a newer edition.

CO 090 044
pp. 44--35¢
Copyright date: 1948
Reading level: 12

TITLE: MEAL MANAGEMENT LABORATORY MANUAL
AUTHOR: Nelle E. Thompson
PUBLISHER: Iowa State University Press
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: Covers aesthetic qualities of meals, nutrition, portions and costs, and lab assignments and procedures.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Individual project work. Students would need laboratory equipment and supplies to carry out assignments.

CO 090 045
pp. 132 - $5.75
Copyright: 1966
Reading Level: 11

TITLE: MENU PLANNING--A BLUEPRINT FOR BETTER PROFITS
AUTHOR: Herbert E. Visick and Peter E. Van Kerek
PUBLISHER: McGraw-Hill Book Co.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Textbooks
SUBJECT CONTENT: Points out how the menu is important to profit-making. Includes: types of menus, purchasing, standardized recipes, yield tests, precosting, production sheets, and determining selling prices.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Food service students could use this to solve problems on the job. They would see the relationship between the menu and personnel.

CO 090 046
pp. 160 - $3.95
Copyright: 1974
Reading level: 11-12

TITLE: NUTRITION
AUTHOR: Kathleen Michaels Bernard, M.S.
PUBLISHER: DCA Educational Products, Inc.
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide and transparencies
SUBJECT CONTENT: Covers basic nutrition--why the body needs food and sources and functions of nutrients.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A basic text should accompany these transparencies for maximum learning. Would be worthwhile along with other manuals, etc. for dietary aides.

CO 090 047
20 transparencies--$48.00
Grade level: 10-14

TITLE: OKLAHOMA VOCATIONAL HOME ECONOMICS EDUCATION--COMMERCIAL FOODS--PRODUCTION AND MANAGEMENT

CO 090 048

AUTHOR: Ronald Meek
PUBLISHER: Oklahoma State Board of Vocational and Technical Education
RELEVANT TO: Personnel and Public Services
pp. 500 +--$12.00
Copyright date: 1972
Reading level: teacher guide
TYPE OF MEDIA: Teacher developed materials (Behavioral objectives, suggested teacher and student activities, information sheets, visual aids, tests and answers)
SUBJECT CONTENT: A basic course of study including units on: job analysis, securing a job, personal appearance, human relations, sanitation, safety, serving the public, use and care of equipment, menu planning and cost control, recipe use and costing.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent materials for training waiters, waitresses, counter and fountain boys or girls, busboys, cafeteria workers, and to give good background in skill training for all food service workers. The transparency masters, assignment sheets, job sheets, tests and answers are excellent for use with little extra preparation time for the teacher.

TITLE: OPPORTUNITIES IN CLOTHING

CO 090 049

AUTHOR: Irene McDermott and Jeanne L. Norris
PUBLISHER: Chas. A. Bennett Co.
RELEVANT TO: Personnel and Public Services
pp. 350 - $5.88
Revised: 1972
Reading level: 12
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Emphasizes wage earning occupations in clothing--fashion, merchandising, and industrial sewing.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Very good for study of fabrics, color, design, construction and alterations by clothing students on the job.

TITLE: PERSONAL HEALTH & CONDUCT

CO 090 050

PUBLISHER: Gamco Industries, Inc./Creative Visuals
RELEVANT TO: Personnel and Public Services, CWT, CWT-Special
TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes
12 filmstrips - $143.00
Copyright: Up to date
Listening level: 9-10
SUBJECT CONTENT: Covers details of personal appearance, grooming health, hygiene, and manners and illustrates the advantages to the student who improves in all of these areas.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Discussion following each filmstrip is important. Resource speakers from the business community could follow up with the ideas presented here.

TITLE: PORTABLE WORKSHOP FOR PRE-SCHOOL TEACHERS

CO 090 051

AUTHOR: H. Cornelis Hollander
PUBLISHER: Doubleday and Co., Inc.
RELEVANT TO: Health and personnel and public services
TYPE OF MEDIA: Pamphlets and study guides
10 pamphlets
pp. 16-25 ea. - $7.50
Copyright Date: 1966
Reading level: 10
SUBJECT CONTENT: Ten practical guides in a plastic case.
Includes: "You in the Child's World, Scribbling and Finger Painting, Paper, Paste & Odds 'n Ends, Clay and Play Dough, Painting, A World of Words, People, Places & Things, Toys & Games, Music & Rhythm and Eyes, Ears & Teeth."
COST: Low
LEARNING-EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Use as resource for individual study and as a guide for developing projects in kindergarten and child care centers. Lots of pictures and examples stimulate student interest in the various activity areas.

TITLE: THE PROFESSIONAL CHEF
AUTHOR: The Culinary Institute of America, Inc. and the Editors of Institutions Magazine
PUBLISHER: Institutions Magazine
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Well-illustrated book detailing the artistry of the chef. Includes recipes, techniques, charts, glossary menus, safety, sanitation, food costs, and tools and equipment.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Use as a reference for training cooks and chefs.

CO 090 052
pp. 354--$15.00
Copyright date: 1967
Reading level: 10

TITLE: THE PROFESSIONAL CHEF'S BOOK OF BUFFETS
AUTHOR: George Waldner and Draus Mitterhauser
PUBLISHER: Institutions Magazine Volume Feeding Management
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Buffets, from the simple to most elegant, are illustrated. Special attention given to today's requirements for economy in matching modern materials and methods to the classic cuisine buffet. Twenty special theme buffets and 130 recipes.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for use as a reference and for students training as cooks to get stimulating and creative ideas.

CO 090 053
pp. 232--$14.50
Revised: 1971
Reading level: 10

TITLE: PROFESSIONAL RESTAURANT SERVICE
AUTHOR: Ellen Adeline Harris
PUBLISHER: McGraw-Hill Co. of Canada, Limited
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Technical and personal aspects of foods service--meeting the public, appearance, duties, menu, types of service, costs and profits, legal rights and responsibilities, and applying for a position.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent source for foods service students--individual reading or good reference for using in solving job problems.

CO 090 054
pp. 99 - $3.90
Copyright: 1966
Reading level: 10

TITLE: PROGRAM GUIDES FOR DAY CARE CENTERS
AUTHOR: Department of Children and Family Services
PUBLISHER: State of Illinois
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Pamphlet
SUBJECT CONTENT: Set of eight pamphlets including principles of a good program, a suggested daily program, creative materials, finger plays, arrangement of playrooms, indoor play equipment, playground, and qualities of a good teacher.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used for individual work by child care assistants and nursery school or day care aides and for specific techniques in setting up a day care center for supervision of children.

CO 090 055
8 pamphlets, 4 pp. each--Free
Revised: 1970
Reading level: 12

TITLE: PROMOTION IN FOOD SERVICE — CO 090 056
AUTHOR: Steven Laine & Iris Laine — pp. 201 - $6.50
PUBLISHER: McGraw-Hill Book Co. — Copyright: 1972
RELEVANT TO: Personnel and Public Services, CWT-Special needs — Grade level: 11-12
TYPE OF MEDIA: Textbook — Reading level: 11
SUBJECT CONTENT: Includes vocabulary, profit-making, personal promotion, premises promotion, publicity, advertising, and customer satisfaction.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENTS: The text can be used by all students in food service for better understanding of the total business and to identify personal habits and characteristics necessary for promotion in a food service business.

TITLE: THE SCHOOL LUNCH — CO 090 057
AUTHOR: Marion L. Cronan — pp. 512
PUBLISHER: Chas. A. Bennett Co., Inc. — Copyright: 1962
RELEVANT TO: Personnel and Public Services — Grade level: 12
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Details regarding history of, policies, personnel, nutrition, menu planning, purchasing, production and serving, records, equipment, sanitation, safety and recipes for a school lunch program as a teaching area.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good information for students working in cafeteria food service.

TITLE: SIMPLIFIED DIET MANUAL AND STUDY GUIDE — CO 090 058
PUBLISHER: Iowa State University Press — Text, pp. 106; study manual, pp. 67
RELEVANT TO: Personnel and Public Services — Copyright date: 1970
TYPE OF MEDIA: Reference book and workbook — Reading level: Senior high
SUBJECT CONTENT: Special diets and modifications are described and meal patterns accompany them. Study manual has exercises for the student to test his ability to write diets and modifications for prescribed diets.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Use as a self-study guide. Dietary aides can work together and apply learning to work at their training stations. Very effective in helping the student interpret what he is learning and doing on the job. Suitable for individualizing instruction.

TITLE: SIX KEYS TO BEING A BETTER WAITRESS — CO 090 059
PUBLISHER: Restaurant/Hotel Aids — pp. 4 cassettes--$24.95
RELEVANT TO: Personnel and Public Services — Copyright date: 1972
TYPE OF MEDIA: Teacher guide, sound tapes and tests — Grade level: 10-12
SUBJECT CONTENT: Covers six areas vital to good foodservice skills: attitude, appearance, cleanliness, salesmanship, honesty and personality
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Students in food services can listen to tapes and test themselves. Or, the tapes are good for the entire class to listen together, discuss, practice skills and then test. Each kit contains 4 cassettes in storage binder, complete teacher's guide and program instructions, answer sheet and 15 6-page tests.

BEST COPY AVAILABLE

TITLE: THE SMART WAITRESS

CO 090 060

PUBLISHER: National Restaurant Association
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Filmstrips, records, study guide, teacher developed materials
4 filmstrips and 4 records--$59.50
Copyright: 1970
Listening level: Junior & senior high
SUBJECT CONTENT: A complete and entertaining audio-visual training program for food service employees. Teaches skills important for serving customers, personal appearance, attitudes, salesmanship, and teamwork.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent for training food service students in the skills necessary for top performance. Reinforces importance of relationships with others and would give all co-op students in other areas an overview and understanding of the importance of good service.

TITLE: STANDARDS FOR LICENSED DAY CARE CENTERS AND NIGHT-TIME CENTERS

CO 090 061

AUTHOR: Dept. of Children & Family Services
PUBLISHER: State of Illinois
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Pamphlets
Booklet--Free
Revised: 1971
Reading level: Teacher
SUBJECT CONTENT: Minimum standards for licensed day care centers and night time centers. Includes the basic for application of standards and the organization and administration, personnel, services to children, planning and equipment, and reports.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Students in on-the-job training programs in child care can use this information to evaluate child care centers in their communities.

TITLE: TEEN TIMES

CO 090 062

PUBLISHER: Future Homemakers of America, National Headquarters
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Youth club magazine
Cost: $2.00 yr. - qtrly
Reading level: 10
SUBJECT CONTENT: Current information about the national home economics youth organization, its projects and activities.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent material for organizing an FHA-HERO club. Excellent for individual reports, getting class project ideas, and for bulletin boards.

TITLE: TEXTILE WORKBOOK

CO 090 063

AUTHOR: Leon Levy and Robert Feldman
PUBLISHER: Pitman Publishing Corporation
RELEVANT TO: Personnel and Public Services, Marketing
TYPE OF MEDIA: Student manuals
pp. 129
Revised: 1970
Reading level: 10
SUBJECT CONTENT: Includes recent developments in the textile field, information on man-made fibers, yarn construction, the loom, fabric printing, and the Textile Fiber Products Identification Act.
LEARNING EFFECTIVENESS: Outstanding
COMMENT: Very good workbook for gaining information necessary for clothing service workers.

TITLE: TODAY'S BUSBOY — CO 090 064

PUBLISHER: Chain Store Publishing Corporation — pp. 140 - $1.90
RELEVANT TO: Inter-Related, Personnel and Public Services, CWT, CWT-Special, WECEP, School-Leaver — Copyright: 1971 — Reading level: 9
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Contains pre-test, post-test, and programmed instruction to teach necessary essential skills for employment as a busboy. Covers all phases of the job which a good busboy must know.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

TITLE: TODAY'S CONSUMER--A SEMESTER COURSE IN CONSUMER EDUCATION — CO 090 065

AUTHOR: James L. Allen — pp. 108--$1.35/per unit
PUBLISHER: Homemaking Research Laboratories — Copyright date: 1970
RELEVANT TO: Personnel and Public Services — Reading level: Junior units, Senior units
TYPE OF MEDIA: Teacher guide, reference book, study units, and teacher developed materials
SUBJECT CONTENT: Study units, teacher keys and references, tests and answers for: managing for success, taxes, budgeting, and family goals and spending.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Use to stimulate more interest in real-life situations. After taking the tests, the T & F statements are excellent for stimulating discussion. The students enjoy working the math problems and referring to the answers themselves. This is available in beginning, intermediate and advanced units.

TITLE: TODAY'S DISHWASHING MACHINE OPERATOR — CO 090 066

PUBLISHER: Chain Store Publishing Corporation — pp. 170 - $1.90
RELEVANT TO: Inter-Related, Personnel and Public Services, CWT, CWT-special, WECEP, School-Leaver — Copyright: 1971 — Reading level: 9
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Contains pre-test, post-test, and programmed materials to instruct learner in the essential tasks of a dishwashing machine operator--contains material that all dishwashers need to know.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

BEST COPY AVAILABLE

TITLE: TODAY'S WAITRESS

CO 090 067
pp. 200 - $1.90
Copyright: 1971
Reading level: 9

PUBLISHER: Chain Store-Publishing Corporation
RELEVANT TO: Inter-Related, Personnel and Public Services, CWT, CWT-special, WECEP, School-Leaver
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Contains pre-test, post-test, and programmed material to develop a knowledge of the proper procedures of being a waitress. Easily used by both teacher and student. Covers situations and facts a waitress needs to know.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This easily administered, self-instructional manual provides quick, informal training. The corresponding Teacher's Guide details how the materials are to be used. Pre- and post-tests measure learning progress instantly. This booklet has approximately 180 "instructional frames" which build in difficulty, keeping the student involved and motivated.

TITLE: TRAINING YOURSELF FOR FOOD SERVICE

CO 090 068
pp. 50--$2.00
2-10 copies--$1.75
11-25 copies--$1.50
Reading level: Senior

PUBLISHER: Restaurant-Hotel Aids
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide, programmed learning materials, tests and answers, and certificates of achievement.
SUBJECT CONTENT: Booklets of photographs with paragraph captions, omitting key words to be filled in by the reading. Self-checking post-test to be administered by the teacher. Grooming, better service techniques, personality, and customer service are included.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good for training waitresses and also used to give all HERO students a quick look at the responsibilities of a waitress.

TITLE: YOU, THE WAITRESS

CO 090 069
65 frames--$7.50
Additional script--$1.00
Listening level: Junior-senior
Copyright date: Up to date

AUTHOR: Pauline Shaffer
PUBLISHER: California State Polytechnical College
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher guide and filmstrips
SUBJECT CONTENT: Describes the individual tasks in serving foods, setting up tables, and handling the customer requests.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: To train a student for going on the job, to introduce waitressing to others, and to review.

BEST COPY AVAILABLE

TITLE: BORROWING MONEY — CO 000 001
PUBLISHER: Educational Projections Corporation — $22.50
RELEVANT TO: Inter-Related, industrial, office, personnel and public services, marketing, CWT, school-leaver — Copyright: 1970
TYPE OF MEDIA: Multi-media learning kits — Reading level: 8
SUBJECT CONTENT: Discussed various sources and types of loans. — Grade level: 11,12
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful material--possibly to precede a unit on purchasing a car. A good supplementary activity would be a talk by a bank loan officer. Everything is provided but a filmstrip machine.

TITLE: BUILDING MAINTENANCE WORKER — CO 000 002
PUBLISHER: Delmar Publishers — pp. 52 - $1.05
RELEVANT TO: CWT, CWT-Special, WECEP — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials — Reading level: 9
SUBJECT CONTENT: Information on the duties of building maintenance worked, typical materials and equipment used and places where employed. Education and training as well as wages and benefits are discussed.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: There are also about 45 other books from this publisher using the same format which might be worth investigating by the coordinators.

TITLE: CARE AND FEEDING OF MACHINE #73921 — CO 000 003
AUTHOR: Sun Oil Co. — $5.95
PUBLISHER: Close Productions — Copyright: 1972
RELEVANT TO: Inter-related, industrial, CWT, CWT-special, WECEP, School-leaver — Grade level: 10-12
TYPE OF MEDIA: Multi-media learning kits
SUBJECT CONTENT: Presentation on the need for lubrication and maintenance of machinery for efficient operation. An explanation of why proper care is needed and the results of negligent machine care are discussed.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good information which should be easily understood by coop students.

TITLE: CAREER AWARENESS: LAW ENFORCEMENT — CO 000 004
AUTHOR: Miller Productions, Inc. — 11 minutes - $180.00
PUBLISHER: AIMS — Rental: $13.00
RELEVANT TO: CWT, WECEP, School-leaver — Revised: 1973
TYPE OF MEDIA: Teacher guide, films, student manuals — Viewing level: 8-12
SUBJECT CONTENT: Film about modern law enforcement careers and how to obtain training. — Grade level: 9-12
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Timely presentation-includes a game of a mock trial. Gives good overview of many law enforcement careers. Requires only a projector. Student manual depicts trial and career information.

BEST COPY AVAILABLE

TITLE: CAREER EDUCATION, AUTOMATION — CO 000 005
AUTHOR: Fred W. Bond, Elton R. Lash and Rex Reynolds, Jr. — $1.95
PUBLISHER: Allied Education Council — Copyright: 1972
RELEVANT TO: CWT, CWT-Special, and WECEP — Grade level: 8-12
TYPE OF MEDIA: Student manuals and worktext
SUBJECT CONTENT: Basic automotive vocabulary. Locates and identifies more than 200 parts. Visual clues to work identity. Very high interest.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Best utilized as basic automotive vocabulary for automotive parts. Consumable worktext.

TITLE: CAREER INFORMATION LEAFLETS — CO 000 006
PUBLISHER: National Career Center — leaflet - free
RELEVANT TO: Inter-related, office, personnel and public services, CWT, WECEP, and School-leaver — Reading level: 12.5
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Pamphlets explaining careers in business, banking and cosmetology.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Best buy
COMMENT: Best used on an individual basis with students interested in these careers. A list of schools where students can go for training is also enclosed. It would seem that the National Career Center would have other leaflets available.

TITLE: THE CHOICE IS YOURS — CO 000 007
PUBLISHER: ACI Films, Inc. — 13 minutes - $180.00
RELEVANT TO: Inter-related, CWT, CWT-special, WECEP, School-leaver, (9th and 10th Grade for Voc. Ed.) — Copyright: 1972
TYPE OF MEDIA: Film — Reading level: 8-12
SUBJECT CONTENT: Explains the value of vocational education as an alternative to college--Actual interview with students and employers. Employers tell why Vocational Education graduates are better prepared for the world of work.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: None

TITLE: CHOOSING YOUR JOB — CO 000 008
PUBLISHER: Delmar Publishers — pp. 52 - $1.05
RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials, student manuals — Reading level: 7
SUBJECT CONTENT: Inquiry into specific jobs. Stresses inquiry as to duties of a worker--working conditions, education, and skills training needed to enter future type of job, pay, related occupations, any promotions. Relates personal qualities to occupational requirements. — Grade level: 8-12
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Above average buy
COMMENT: Provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

BEST COPY AVAILABLE

TITLE: CONSUMER REPORTS — CO 000 009
PUBLISHER: Consumers Union of United States, Inc. — Small magazine - $8/yr.
RELEVANT TO: Office, personnel and public services, marketing, CWT, and school-leaver — Copyright: monthly; Reading level: 12; Grade level: 11,12
TYPE OF MEDIA: Periodicals
SUBJECT CONTENT: Magazine for consumers giving evaluations of various products available.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent resource material for all students--covers all special interests--no resources needed to use it.

TITLE: COOKS, CHEFS AND RELATED OCCUPATIONS — CO 000 010
PUBLISHER: Sterling Educational Films, Inc. — $90.00
RELEVANT TO: Inter-Related, Personnel and Public Services, CWT, CWT-Special, WECEP, School-Leaver — Copyright: 1970; Listening Level: 11, 12; Grade Level: 8 - 10
TYPE OF MEDIA: Film
SUBJECT CONTENT: Brief overview of types of cooks, how they can move up in the field, types of establishments that need cooks (i.e., hotels, hospitals, large companies, etc.). Shows unlimited potential for those who are good. (i.e., own your own restaurant.)
COST: Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good Buy.
COMMENT: Especially good to show those students starting in entry level jobs (i.e., bus boys) that there is a realistic profitable future. Not likely to be outdated soon (no salaries).

TITLE: DISCOVERING YOURSELF — CO 000 011
AUTHOR: Marjorie G. Cosgrove and Irma Unruh — pp.. 72 - $2.40
PUBLISHER: SRA, Inc. — Revised: 1969
RELEVANT TO: CWT, CWT-Special, WECEP — Reading level: 8
TYPE OF MEDIA: Student manuals, teacher idea/awareness book — Grade level: 7-9
SUBJECT CONTENT: Booklet about YOU--understanding yourself, getting along with others.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This is an excellent book with great ideas for teachers in developing programs for attitudes and building student self concepts. It could be used on individual basis as well as group work for students.

TITLE: ELECTRONIC TECHNICIAN — CO 000 012
PUBLISHER: Educational Projections Corp. — Filmstrip - $10.00
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special, WECEP, School-leaver — Copyright: 1970; Reading level: 12
TYPE OF MEDIA: Filmstrips
SUBJECT CONTENT: Two part filmstrip--Part 1 traces the career preparation of a boy who reaches a dead end in his career and then begins training and becomes employed as an electronics technician. Part 2 is an analysis of subject matter and requirements of a technician course. Promotion and salary are also discussed.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good addition to a "Career library". Would complement Occupational Outlook Handbook.

TITLE: EMOTIONS & SOCIAL ATTITUDES
SUBSET: FEAR - A TROUBLESOME EMOTION

CO 000 013

PUBLISHER: Creative Visuals
RELEVANT TO: CWT-Special needs, WECEP, School leaver
TYPE OF MEDIA: Teacher guide, filmstrips
9 transparencies - $43.00
Copyright: 1969
Grade level: 8-11
SUBJECT CONTENT: An unusual program designed to develop awareness of emotions present in everyone. Defines emotions, how to recognize own emotions, how to effectively deal with them.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Discussing intangibles such as emotions is difficult as there are no two people who react alike. It is an excellent tool to make students aware of fear and it brings excellent response from individuals about personal problems. Teacher's manual is well written and very helpful.

TITLE: FAMILY DEVELOPMENT SERIES: BEING AN INFORMED CITIZEN

CO 000 014

AUTHOR: Stephen S. Udvari
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Student manuals
pp. 79 - $1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver
SUBJECT CONTENT: Describes the rights and responsibilities of a citizen, the differences between information and propaganda.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful for students who will not be enrolled in American Government as a course.

TITLE: FAMILY DEVELOPMENT SERIES: BUYING GUIDES

CO 000 015

AUTHOR: Stephen S. Udvari and Janet Laible
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Student manuals
pp. 112 - $1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver
SUBJECT CONTENT: Contains practical consumer buying information and suggestions for the purchase of day-to-day items and larger purchases.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Practical knowledge and actual practice in wise shopping--useful text for students who will not be enrolled in economics in school.

TITLE: FAMILY DEVELOPMENT SERIES: FAMILY MONEY MANAGEMENT

CO 000 016

AUTHOR: Stephen S. Udvari and Janet Laible
PUBLISHER: Steck-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Student manuals
pp. 95 - $1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver
SUB JECT CONTENT: Workbook of financial planning for a family including income, expenses, planning, credit and financial security.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful workbook for students who won't have economics. Can be used and retained by the student.

TITLE: FAMILY DEVELOPMENT SERIES: HEALTH, SAFETY AND SANITATION — CO 000 017
AUTHOR: Stephen S. Udvari and Janet Laible — pp. 96 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: All areas (Especially good for Special areas) — Reading level: 8-12
TYPE OF MEDIA: Student manuals — Grade level: 10,11,12
SUBJECT CONTENT: Contains information on first aid, home safety plans, sign of illness and home sanitation.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful general knowledge for all students.

TITLE: FAMILY DEVELOPMENT SERIES: UNDERSTANDING YOURSELF — CO 000 018
AUTHOR: Stephen S. Udvari — pp. 95 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: All areas (Especially good for Special areas) — Reading level: 8-12
TYPE OF MEDIA: Student Manuals — Grade level: 10,11,12
SUBJECT CONTENT: Help in understanding who an individual is and in learning to accept oneself and set ones' values.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good text for self-improvement and self-acceptance but this is difficult to do through a book.

TITLE: FAMILY DEVELOPMENT SERIES: WHERE TO GO, WHO TO SEE, WHAT TO DO — CO 000 019
AUTHOR: Stephen S. Udvari — pp. 96 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: All areas (Especially good for Special areas) — Reading level: 8-12
TYPE OF MEDIA: Student manuals — Grade level: 10,11,12
SUBJECT CONTENT: Information regarding available community services: social, medical, employment, legal and recreational.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Good general information for all students.

TITLE: FAMILY DEVELOPMENT SERIES: WORKING WITH OTHERS — CO 000 020
AUTHOR: Stephen S. Udvari — pp. 80 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright date: 1973
RELEVANT TO: All areas (Especially good for Special areas) — Reading level: 8-12
TYPE OF MEDIA: Student manuals — Grade level: 10,11,12
SUBJECT CONTENT: Contains suggestions for finding job opeinings, interviewing, getting along on the job, figuring pay and benefits.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Useful workbook for students who are or will be job hunting. May be used alone.

TITLE: FINDING AND HOLDING A JOB — CO 000 021

PUBLISHER: Delmar Publishers — pp. 52 - $1.05
RELEVANT TO: CWT, WECEP, School-leaver , CWT-Special needs — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials, — Reading level: 7
SUBJECT CONTENT: Where to look for a job, job interview preparation, proper attire, how to make a favorable impression, application forms, personal health record, references, and components in keeping a job. — Grade level: 8-12
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

TITLE: FINDING A JOB THROUGH THE NEWSPAPER — CO 000 022

PUBLISHER: Delmar Publishers — pp. 48 - $1.05
RELEVANT TO: CWT, WECEP, School-leaver , CWT-Special needs — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials, student manuals — Reading level: 8
SUBJECT CONTENT: Uses classified advertisements, indexes of newspapers, placing a "situation wanted" ad. Sample sections of newspapers, practice pages for learned skills, and built in test at the conclusion. Large print, uncluttered pages. Samples of newspaper sections are very small, however. — Grade level: 8-12
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful in job hunting activities. Newspapers could also be utilized to extend learnings.

TITLE: FOLLOWING DIRECTIONS--AN EXERCISE IN LISTENING--PART 1 AND 2 — CO 000 023

PUBLISHER: Gamco Industries, Inc./Creative Tapes — 1 cassette
RELEVANT TO: CWT, CWT-special, WECEP, School-leaver — 55 minutes - $6.75
TYPE OF MEDIA: Sound tapes and worksheets — Copyright: 1972
SUBJECT CONTENT: Programmed tapes and worksheets stress listening, thinking, and following directions--verbally given or printed. Two slides give complete instructions for worksheets, stressing following directions. Cues are given for shutting off tapes while completing worksheets. — Grade level: 8-10
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Accompanying worksheets may be duplicated or purchased--same company for $6.00 per hundred sets. Can be easily incorporated into related class.

TITLE: GENERAL EDUCATION SERIES: ENGLISH — CO 000 024

AUTHOR: Philip J. Gearing, F. Daniel Althoff — 45 lessons - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: Office and school-leaver — Reading level: 8-12
TYPE OF MEDIA: Programmed learning materials — Grade level: School leaver
SUBJECT CONTENT: General review of basic grammar and punctuation rules, organized in a workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review of GED English testing. May be used alone or with other pre-testing material. Excellent material for individualizing instruction.

TITLE: GENERAL EDUCATION SERIES: LITERARY MATERIALS — CO 000 025
AUTHOR: Philip J. Gearing, Sandra M. Mixon — 25 lessons - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: School-leaver — Reading level: 8-12
TYPE OF MEDIA: Programmed learning materials — Grade level: School leaver
SUBJECT CONTENT: General review of literary material organized in programmed material for student workbooks.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review material for the literature test of the GED test series. Material is consumable. Excellent material for individualizing instruction.

TITLE: GENERAL EDUCATION SERIES: MATHEMATICS — CO 000 026
AUTHOR: Philip J. Gearing and Robert W. Dennard — pp. 40 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: School-leaver — Reading level: 8-12
TYPE OF MEDIA: Programmed learning materials — Grade level: School leaver
SUBJECT CONTENT: Ashort basic math review and a longer fundamental of algebra workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review book for GED math testing. Excellent material for individualizing instruction.

TITLE: GENERAL EDUCATION SERIES: NATURAL SCIENCE — CO 000 027
AUTHOR: Philip J. Gearing and Craig Conrad — pp. 39 - $1.44
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: School-leaver — Reading level: 8-12
TYPE OF MEDIA: Programmed learning materials — Grade level: School-leaver
SUBJECT CONTENT: A general science and biology review workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review for GED Natural Science testing. Use with other GED preparatory materials. Excellent material for individualizing instruction.

TITLE: GENERAL EDUCATION SERIES: REVIEW — CO 000 028
AUTHOR: Philip J. Gearing — 49 lessons - $1.98
PUBLISHER: Steck-Vaughn Company — Copyright: 1973
RELEVANT TO: School-leaver — Reading level: 8-12
TYPE OF MEDIA: Programmed learning materials — Grade level: School leaver
SUBJECT CONTENT: Short review sections of each of the five GED tests' areas. Sample testing in each area is included.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent final review after completion of the other five in the series. Excellent material for individualizing instruction.

TITLE: GENERAL EDUCATION SERIES: SOCIAL STUDIES — CO 000 029

AUTHOR: Philip J. Gearing and Carol Lank Ford
PUBLISHER: Stech-Vaughn Company
RELEVANT TO: School-leaver
TYPE OF MEDIA: Programmed learning materials
39 lessons - $1.44
Copyright: 1973
Reading level: 8-12
Grade level: School leaver
SUBJECT CONTENT: General review of social studies material in a programmed student workbook.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent review of social studies section of the GED test series. Excellent material for individualizing instruction.

TITLE: GENERAL MECHANICAL TRADES CURRICULUM GUIDE - OKLAHOMA STATE D.V.T.E. — CO 000 030

AUTHOR: Selected Teacher Coordinators
PUBLISHER: Oklahoma State Board of Vocational and Technical Education
RELEVANT TO: Applied Biological and Agriculture, Industrial, CWT, CWT-Special
pp. 490 - $10.00
Copyright: 1971
Reading Level: Teacher Material
TYPE OF MEDIA: Teacher Guide (Curriculum Guide), transparencies (masters), objectives, assignment charts, tests, and key.
SUBJECT CONTENT: This is a curriculum guide for general mechanical trades inclusive of safety-tools, measuring blueprint, leadership, gas and arc welding, small engines, and metal work.
COST: Below Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: The guide is quite complete, provided the cooperative instructor has a need to delve into basic concepts in the mechanical trades areas.

TITLE: A GENERAL RELATED STUDY GUIDE — CO 000 031

AUTHOR: Howard McVickers
PUBLISHER: Vocational Technical and Industrial Department--Purdue University
RELEVANT TO: Inter-related, Industrial, Office, CWT, School-leaver
pp. 160 - $2.00
Copyright: 1971
Grade level: 9-12
TYPE OF MEDIA: Study guide (general related)
SUBJECT CONTENT: The first 108 pages of this guide are composed of lesson topics similar to the topics in the text book, Succeeding in the World of Work. The last section of the guide covers safety, health, and hygiene plus a section on the operation of cooperative work training programs. The questions on the topics are thorough and varied as to construction. There is an answer key available.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Mixed with current political and economic topics, visiting speakers and club activities can be used for two terms, but used alone would probably cover one semester. The text-reference Succeeding in the World of Work is needed.

TITLE: GETTING A JOB — CO 000 032

AUTHOR: Florence Randall
PUBLISHER: Lear/Seigler --Fearon Publishers
RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver
TYPE OF MEDIA: Student manuals
pp. 89 - $2.01
Copyright: 196[illegible]
Grade level: 8-1[illegible]
Reading level: 3.6(Spache)
SUBJECT CONTENT: Various job clusters and tasks in each. Explains forms, interviews, job hunting. Perforated removable work sheets.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Shows students what kinds of jobs are available, how to read and use help wanted ads, make applications, go for interviews, and fill out forms. Discusses on-the-job training and government programs, wages, taxes, Social Security, work laws, and the like.

TITLE: GETTING APPLICATIONS RIGHT — CO 000 033
AUTHOR: Jeri Schapiro — 8 transparencies - $4.50
PUBLISHER: Scholastic Book Service — Copyright: 1973
RELEVANT TO: CWT, CWT Special, WECEP, School-leaver — Reading level: 8
TYPE OF MEDIA: Transparencies, ditto masters — Grade level: 8-11
SUBJECT CONTENT: Vocabulary on application forms. Forms include social security form, job application, driver's license, savings and checking accounts, credit, car loan, mail order. Same material on transparency and ditto master.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A good, ready source of material useful for teaching the basic forms. Can be used with any unit on consumer education, and/or pre-vocational skills unit.

TITLE: GETTING READY TO COOK — CO 000 034
AUTHOR: Ann A. Weaver — pp. 58 - $1.65
PUBLISHER: Lear, Seigler--Fearon Publishers — Copyright: 1974
RELEVANT TO: CWT, CWT-Special, WECEP, School-leaver — Grade level: 8 -12
TYPE OF MEDIA: Teacher guide, student manuals — Reading level: 2.8(Spache)
SUBJECT CONTENT: Practical kitchen skills. Buying and planning meals, recipes, measuring, care of store, health and safety, setting up table, etc. Good illustrations, simple sentences.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST EFFECTIVENESS: Very good buy
COMMENT: Useful for student in foods preparation courses leading up to work-related classes and also in related class. Teacher's guide is available free.

TITLE: GUIDANCE SERIES BOOKLETS — CO 000 035
PUBLISHER: Science Research Associates — 45 booklets - $36.50
RELEVANT TO: CWT, WECEP, School-leaver — Copyright: up-to-date
TYPE OF MEDIA: Pamphlets — Reading level: 9
SUBJECT CONTENT: A set of 45 booklets covering educational guidance, vocational guidance, personal and social guidance, for counselors.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good individual guidance materials, useful for specific questions and general reference. Good reference for career education and human relations. Would not be suitable as the only books.

TITLE: HOW SCHOOL HELPS TO PREPARE YOU FOR ADVANCEMENT — CO 000 036
PUBLISHER: Educational Projections Corporation — Multi-media - $22.80
RELEVANT TO: WECEP, School-leaver — Copyright: 1970
TYPE OF MEDIA: Filmstrips, study guide, student manuals, multi-media learning kits — Reading level: 8
SUBJECT CONTENT: Discusses grammar extensively-has a short section on the types of jobs various educational levels provide. — Grade level: 8,9
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful for "potential" school dropouts as a slight motivator. Everything is provided but a filmstrip machine.

TITLE: HOW TO GET A JOB — CO 000 037

AUTHOR: William A. Fraenkel, Ph. D. — pp. 28 - $.35

PUBLISHER: President's Committee on Employment of the Handicapped — Reading level: 7

RELEVANT TO: CWT-Special — Grade level: 6-12

TYPE OF MEDIA: Student manuals

SUBJECT CONTENT: Choosing work, getting help, practical guide to things to know before and during job seeking. Simple, basic.

COST: Average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: This booklet could be used as a career orientation for students starting to secure a job. Large type. Easily read. A handy guide for job seekers.

TITLE: HOW TO PREPARE FOR THE HIGH SCHOOL EQUIVALENCY EXAMINATION READING INTERPRETATION TESTS — CO 000 038

AUTHOR: Eugene J. Farley — pp. 477 - $5.75

PUBLISHER: Barron's Educational Series, Inc. — Copyright: 1970

RELEVANT TO: School-leaver — Reading level: 6-7

TYPE OF MEDIA: Textbook — Grade level: 11-12

SUBJECT CONTENT: Preparation material for the Social Studies, Natural Science and Literature GED tests.

COST: Low

LEARNING EFFECTIVENESS: Normal

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Material is intended to teach and give practice simulating the actual GED tests. This would be useful for low readers (5-7), for initial practice and motivation but is far too elementary as an actual source for preparation. Suitable for individualizing instruction.

TITLE: IF YOU GET INTO TROUBLE — CO 000 039

PUBLISHER: Educational Projections Corporation — Multi-media kit - $22.50

RELEVANT TO: CWT, CWT-special, WECEP, School-leaver — Copyright: 1970

TYPE OF MEDIA: Filmstrips, programmed learning materials, study guide, study manuals, multi-medial learning kits, and answer guides. — Grade level: 9-12

SUBJECT CONTENT: How to deal with financial problems, problems on the job, where to go to get help. One filmstrip and manual contain questions relating to reading comprehension, grammar, and functional math in a work related setting

COST: Low cost

LEARNING EFFECTIVENESS: Very Good

COST-EFFECTIVENESS: Satisfactory buy

COMMENT: Good for related classroom instruction along with other materials for teaching and practical application. There is also a cataloging audio-visual kit available for the material. Programmed material allows individualized instruction.

TITLE: INSTRUCTIONAL WELDING GUIDELINES — CO 000 040

AUTHOR: H. L. Fordyce — pp. 213 - $.65

PUBLISHER: U.S. Department of Justice, Bureau of Prisoners — Published: 1971

RELEVANT TO: Agriculture, Inter-Related, Industrial, CWT, CWT-Special — Reading Level: Teacher material

TYPE OF MEDIA: Student manual

SUBJECT CONTENT: The material covers the various weldments and situations of arc, oxyacetylene, mig, and tig welding. Also covered arc welding symbols, electrode classification, and application.

COST: Above average

LEARNING EFFECTIVENESS: Very good

COST-EFFECTIVENESS: Very good buy

COMMENT: Could be utilized with different types of students that are industrially oriented.

TITLE: IS A CAREER IN ELECTRONICS MANUFACTURING FOR YOU? CO 000 041

PUBLISHER: Counselor Films, Inc.
RELEVANT TO: Industrial, CWT, and WECEP
TYPE OF MEDIA: Film
SUBJECT CONTENT: It shows the careers which one could go into in the world of electronics.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The film is an excellent film and could not but help any student in a co-op program interested in electronics.

Film (14-16 min.)--$200.00
$30.00/per week as rental
Grade level: 7-12

TITLE: IT'S UP TO YOU CO 000 042

AUTHOR: S. Norman Feingold
PUBLISHER: Vocational Films
RELEVANT TO: WECEP and School-leaver
TYPE OF MEDIA: Films
SUBJECT CONTENT: Outlines the problems of teenagers in setting a vocational goal.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Points up the need for students to investigate various careers.

Film (11 min.)--$15.00 rent
Copyright: 1969
Grade level: 9-10

TITLE: JOB ATTITUDES: WHY WORK AT ALL? CO 000 043

PUBLISHER: Guidance Associates
RELEVANT TO: CWT, CWT-special, WECEP, School-leaver
TYPE OF MEDIA: Teacher guide, filmstrips, records
SUBJECT CONTENT: Discussion of the role of work in forming the personality. Covers the basic reasons for work-independence, satisfaction.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good way to open the "why work" discussions. Opens the door for what you gain besides money and a good opportunity to discuss the welfare system and circle. Requires only a filmstrip projector and record player. Good for career education and those reluctant to work.

1 set - $19.50
Revised: 1971
Listening level: 10-12
Grade level: 10-12

TITLE: THE JOB BOX CO 000 044

PUBLISHER: Lear Siegler, Inc., Fearon Publishers
RELEVANT TO: Personnel and Public Services, CWT, CWT-Special, WECEP and School-leaver
TYPE OF MEDIA: Individual boxed briefs in a resource module
SUBJECT CONTENT: Job briefs with descriptive requirements for eight clusters including automotive, clerical, food services, trades and services plus 3 other categories.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The Job Box gives up-to-date, accurate information about working conditions, salary ranges, possibilities for advancement, etc.

8-page booklets--$45.00
Reading level: 2-3 (Spache)

TITLE: JOB EXPERIENCE KITS CO 000 045

PUBLISHER: Science Research Associates, Inc.
RELEVANT TO: CWT, CWT-Special, WECEP and School-leaver
TYPE OF MEDIA: Study guide, student manuals and learning activity packages
SUBJECT CONTENT: Short experiences in 20 various jobs. Each kit includes activity book and worksheets or equipment
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Best used on an individual basis for career exploration. All materials necessary are provided and are easy to re-order. This is a good buy if it will be used cooperatively building wide.

20 kits--$140.00
Copyright: 1970
Reading level: 7

BEST COPY AVAILABLE

TITLE: JOB SURVIVAL SKILLS PROGRAM — CO 000 046
PUBLISHER: Singer/Society for Visual Education, Inc. — Total program kit - $449.95
RELEVANT TO: CWT, CWT-special, School-leaver — Each filmstrip - $8.00
TYPE OF MEDIA: Filmstrips and sound tapes — Each cassette - $6.00
SUBJECT CONTENT: Need for an education, ways to complete high school education, perception of situations as influenced by needs, how needs change and affect point of view, prejudices and opinions. — Grade level: Junior-Senior High
COST: High
LEARNING EFFECTIVENESS: Very good
COST EFFECTIVENESS: Satisfactory buy
COMMENT: Useful for potential drop-out or school-leaver programs. Fifteen units available for complete total program of job survival skills. Total kit includes teacher's manual, overview manual, participant workbooks, simulation materials, thirteen sound/filmstrips. The components of the kit can all be purchased separately and this is all described in the company catalogue.

TITLE: JOBS AND GENDER — CO 000 047
PUBLISHER: Guidance Associates — 2 filmstrips & 2 records--$37.50
RELEVANT TO: CWT, WECEP and School-leaver — Copyright: 1971
TYPE OF MEDIA: Teacher guide, filmstrips and records — Grade level: Junior-Senior
SUBJECT CONTENT: Describes "traditional" jobs for the sexes--the barriers and stereotypes. Features four persons who crossed the barriers to employment.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Shows students they can cross the traditional sexual barriers to employment and what they should anticipate if they do. Requires filmstrip projector and record player.

TITLE: JOBS: AN UPDATED LOOK INTO THE FUTURE — CO 000 048
AUTHOR: Changing Times — pp. 4 - $8.00
PUBLISHER: The Kiplinger Magazine — Copyright: 1971
RELEVANT TO: CWT, WECEP, School-leaver — Reading level: 12
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies — Grade level: 10-12
SUBJECT CONTENT: Describes the future job market in terms of what will be needed.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful for career education reference material. This particular kit risks being outdated quickly.

TITLE: JOBS IN SMALL AND MAJOR ELECTRIC APPLIANCE REPAIR — CO 000 049
PUBLISHER: Sterling Educational Films, Inc. — $90.00
RELEVANT TO: Inter-related, industrial, CWT, CWT-special, WECEP, school-leaver — Copyright: 1970
TYPE OF MEDIA: Film — Listening level: 11-12
SUBJECT CONTENT: Brief overview of what work is done by repairmen--how much they're needed and growth potential in service field. — Grade level: 8-11
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Realistic job for students who are not college-bound, like to work with hands. Small dealers are apt to hire and train students--promotes interest in an area they can conceivably enter easily. Shows future potential.

TITLE: JOBS IN THE AUTOMOTIVE TRADES — CO 000 050

AUTHOR: U.S. Dept. of Labor with U.S. Employment Service
PUBLISHER: Sterling Educational Films, Inc.
RELEVANT TO: Industrial, CWT, CWT-Special, and WECEP
TYPE OF MEDIA: Film
Film (10 min.)--$135.00
Copyright date: 1970
Reading level: Junior-Senior
SUBJECT CONTENT: Discusses the job opportunities in the automotive field (sales, mechanic, car wash, etc.). Color. Presents prerequisites, preparation, and advancement in each area. Excellent action shots.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The film is primarily an introduction to the field of automotive trades. The film works well in small interest groups or individual study. The film may be used by itself with a discussion period following.

TITLE: JOBS IN YOUR FUTURE SCOPE/JOB SKILLS I — CO 000 051

AUTHOR: Miriam Lee
PUBLISHER: Scholastic Book Services
RELEVANT TO: Personnel and Public Services, CWT, CWT-Special needs, WECEP, School leaver.
TYPE OF MEDIA: Worktext
pp. 96 - .90¢
Revised: 1973
Reading level: 4-6
Grade level: 9-11
SUBJECT CONTENT: Information concerning jobs, defining interests, skills, finding a job, part-time jobs, or full time. Five stories concerning people at work. Illustrations, pictures in black and white.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: This is a good source of teaching material that can be obtained at low cost.

TITLE: KNOWLEDGE NEEDED TO OBTAIN WORK — CO 000 052

AUTHOR: Thomas J. Jacobson
PUBLISHER: Science Research Associates
RELEVANT TO: CWT, WECEP, School-leaver
TYPE OF MEDIA: Transparencies
64 transparencies--$50.00
Copyright: 1973
Viewing level: 9+
SUBJECT CONTENT: Transparencies covering general suggestions for finding jobs, applying, employment testing and interviews.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful as a discussion starter for job-hunting sessions. Does not include any specific practice at applications, interviews, or testing so best used as a starter or reference. A minimal amount of reading is required.

TITLE: NOW, AT LAST, BETTER JOBS FOR WOMEN — CO 000 053

AUTHOR: Changing Times
PUBLISHER: The Kiplinger Magazine
RELEVANT TO: Inter-related, office, personnel and public services, marketing, CWT, WECEP, School-leaver
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies
pp. 3 - $10.00
Copyright: 1972
Reading level: 12
Grade level: 10-12
SUBJECT CONTENT: Discussion of the improving job outlook for women and the traditional ideas about working women.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good material, especially for girls, detailing opportunities and rights for working women. Can lead girls to look beyond the traditional limited job categories.

TITLE: ORIENTATION TO EMPLOYMENT

CO 000 054

PUBLISHER: Instructional Materials Laboratory--University of Texas
RELEVANT TO: Inter-Related, Industrial, Office, CWT, CWT-Special
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Unit I tells what cooperative education is about; Unit II covers club programs for personal development; Unit III describes how to study; Unit IV deals with employer-employee relations. The study guide also covers taxes, insurance, legal problems, and labor organization--for a total of eleven units.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: There are twelve references, four of which are hard cover texts. The other eight references are Science Research Association bulletins of nominal cost, plus a good part of self contained information sheets. Acquire a copy of the instructor's manual, then order the references given and student manuals.

$3.00
Revised: 1972
Grade level: 11-12

TITLE: PREPARATION & COUNSELING FOR THE WORLD OF WORK, FORT BENTON ESEA TITLE III, PROJECT 73-3026

CO 000 055

PUBLISHER: Fort Benton Schools
RELEVANT TO: CWT-Special and WECEP
TYPE OF MEDIA: Teacher guide, periodicals, pamphlets, records, sound tapes, learning activity packages, teacher developed materials, transparencies
SUBJECT CONTENT: A series of mini-courses in arts and crafts, culinary arts, sewing, horticulture, lettering and layout, outdoor living, personal banking, photography, practical home repair, and woodworking.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Seems to be excellent material for career education. Covers almost every interest area, uses many different tools and classrooms. Needs art rooms, home ec areas, sewing rooms, outdoor ed facilities, shops, field trips, so could be impractical program. Excellent for supplement or entire curriculum for younger student. Requires materials from home.

$5.00 course guide
$4.00 teacher supplement
Reading level: 11
Grade level: 8

TITLE: REFLECTIONS OF MYSELF (2 PARTS)

CO 000 056

PUBLISHER: Guidance Associates
RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver
TYPE OF MEDIA: Teacher guide, filmstrips, records, cassettes
SUBJECT CONTENT: Writings in prose, or poetry of adolescents showing their feelings, attitudes and emotions. Subjective.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Group discussion on adolescence as a vital universal period in life and establishment of a sense of self-motivation. An aid to adults to explore adolescent emotions and feelings also.

2 filmstrips with records: $37.50
2 filmstrips with cassettes: $41.50
Listening level: high school
Grade level: 9-12

TITLE: RETAIL SALESCLERK--YARDGOODS

CO 000 057

AUTHOR: Clarion House
PUBLISHER: Follett Educational Corporation
RELEVANT TO: Inter-related, marketing, CWT, WECEP, School-leaver
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: Short program on how to sell yard goods with major emphasis on correct use of charts, salesbooks, and tables. Book contains narrative problems with answers and then some sample problems at end of each part. A final exam is also included.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Has adaptability to any job where measuring, calculating, and completing sales tickets is necessary. Best suited for retail yard goods for a brief entry level skill developer. Short and to the point.

pp. 32 - 75¢
Copyright: 1967
Reading level: 5

TITLE: SRA-WIDENING OCCUPATIONAL ROLES KIT — CO 000 058

PUBLISHER: SRA - Chicago — kit - $180.00
RELEVANT TO: CWT, CWT-special, WECEP, School-leaver — Revised: 1972
TYPE OF MEDIA: Teacher guide, filmstrip, programmed learning materials, reference book, pamphlets, study guide, student manuals, sound tapes, teacher developed materials, transparencies — Reading level: Upper elementary and Up
SUBJECT CONTENT: Job facts book - workscope - 300 or so briefs exploring occupations, with additional references. One tape and two filmstrips. 4 SRA booklets - student workbooks (disposable) could be used through the 12th grade.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory-to-very good Buy
COMMENT: Could be used very well by itself. Can be used with the Kuder Interest Inventory. Would be a very good resource for career exploratory course or WECEP.

TITLE: SCHOOLS GIVE BETTER JOB TRAINING NOW — CO 000 059

PUBLISHER: The Kiplinger Magazine, Changing Times Educational Service — pp. 4 - $10.00
RELEVANT TO: CWT, WECEP — Copyright: 1972
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies — Reading level: 12
SUBJECT CONTENT: Opens discussions of general vs. vocational training. Article covers job opportunities and income with various educational levels. — Grade level: 10,11
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good material for discussion of the job rewards and opportunities that come from education. Kit includes transparency and ditto master plus reprints of magazine article. Also, teacher guide with questions for discussion.

TITLE: SCOPE VISUALS #16, CAREER CROSSWORDS — CO 000 060

PUBLISHER: Scholastic Book Services — 16 transparencies - $9.00
RELEVANT TO: CWT, CWT-Special needs, WECEP, School leaver — 16 ditto masters
TYPE OF MEDIA: Transparencies, ditto masters — Copyright: 1973
SUBJECT CONTENT: 16 career crosswords relating to student interests, applications, part-time jobs, communication, public services, health sciences, skilled trades among others, teaching suggestions included in book format. — Reading level: 4-6 Grade level: 8-11
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful as an aid to stimulate discussion and provides a means of "fun" while learning. Not a unit in itself but to be used intermittently in the classroom.

TITLE: SERVICE STATION ATTENDANT — CO 000 061

AUTHOR: Clarion House — pp. 32 - 75¢
PUBLISHER: Follett Educational Corporation — Copyright: 1968
RELEVANT TO: Inter-related, industrial, marketing, CWT, WECEP, School-leaver — Reading level: 7
TYPE OF MEDIA: Student manual
SUBJECT CONTENT: Narrative and exercises on the typical service station attendant's daily routine including handling money, waiting on customers, credit card sales, change-making, work orders, gas and oil inventories, and order forms. Good exploration unit for this career.
COST: Low
LEARNING EFFECTIVENESS: Above average
COST-EFFECTIVENESS: Best Buy
COMMENT: Good buy - Quick, easy orientation to Service Station Attendant's job--shows necessity of basic skills development for this job.

TITLE: SERVICE STATION JOB INTRODUCTION AND SALESMANSHIP — CO 000 062

PUBLISHER: Associated Educational Materials Company — 12 filmstrips and 12 cassettes--$97.50
RELEVANT TO: Inter-related, Industrial, CWT, CWT-Special, WECEP, and School-leaver ,Marketing — Copyright date: 1973
Grade level: Junior-Senior
TYPE OF MEDIA: Filmstrip and sound tape
SUBJECT CONTENT: Explains the practical aspects of working and selling in a service station. How to handle the customer and salesmanship techniques are explained. Quizzes with review and study sheets are also included.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Quite thorough and can be used by all types of students with an interest in this career area.

TITLE: SMALL GASOLINE ENGINES — CO 000 063

PUBLISHER: DCA Transparencies — 18 transparencies - $64.50
RELEVANT TO: Inter-Related, Industrial, CWT, CWT-Special — Revised: 1968
TYPE OF MEDIA: Transparencies — Grade level: 11-12
SUBJECT CONTENT: Series of transparencies associated with textbook (Small Gasoline Engines) depicting principles of the internal combustion engine.
COST: Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: A good series of visual aids adding effectiveness to a lecture discussion situation. The series shows the two-stroke and four-stroke relationship of parts, valve systems, carburetion, cooling systems, lubrication systems, and electrical systems.

TITLE: START IN THE RIGHT DIRECTION — CO 000 064

PUBLISHER: Delmar Publishers — pp. 56 - $1.05
RELEVANT TO: CWT, WECEP, School-leaver, CWT-Special needs — Copyright: 1970
TYPE OF MEDIA: Programmed learning materials — Reading level: 6
SUBJECT CONTENT: Part one of a three part program. Overview of world of work. Shows need for early planning for future and how to avoid poor planning by awareness of aspects of poor planning. — Grade level: 8-12
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: It provides individualized instruction. It has small increments of learning and vocabulary is not too difficult. Two other series booklets complete the program.

TITLE: THE STORY OF CHECKS — CO 000 065

PUBLISHER: Public Information Department, Federal Reserve Bank of Chicago — pp. 20 - free
RELEVANT TO: Office, Personnel and Public Services, Marketing, CWT, and School-Leaver — Copyright: 1970
TYPE OF MEDIA: Pamphlets — Reading level: 11
SUBJECT CONTENT: Explains origin and uses of checks, how to write them, what happens to the checks you write. — Grade level: 11-12
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used as resource material to banking units. Requires no extra supplies for presentation. Excellent material for individualizing instruction.

TITLE: UNDERSTANDING THE AUTOMOBILE — CO 000 066
AUTHOR: John H. Beck — pp. 85 - $2.04
PUBLISHER: Follett Educational Corporation — Revised: 1969
RELEVANT TO: Inter-related, CWT, WECEP, School-leaver — Reading level: 11-12
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Introduction to the automobile, Nine Automotive Systems are presented in "beginners" language. Major topics are: Engine, Fuel and Exhaust, Ignition and Electrical, Crankcase lubrication, Cooling, Power Transmission, Steering, Brake, Frame and Suspension.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Seems to be a good introductory text covering basic understanding of auto--should be good for 9, 10 grade and WECEP and School-leaver and CWT especially.

TITLE: USING DOLLARS AND SENSE - 2ND EDITION — CO 000 067
AUTHOR: Charles H. Kahn and J. Brady Hanna — pp. 112--$1.80
PUBLISHER: Lear Seigler, Inc., Fearon Publishers — Copyright: 1963
RELEVANT TO: CWT, CWT-Special, WECEP and School-leaver — Reading level: 2-3 (Spache)
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Practical math problems--knowing the value of coins, buying, making change and consumer buying. Consumable and very good illustrations.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Practical for unit on money management either leading up to courses in consumer education or related math units in on-the-job training classroom time.

TITLE: VOCATIONAL RELATED MATH GUIDE - OKLAHOMA STATE D.V.T.E. — CO 000 068
AUTHOR: Selected teachers of the handicapped — pp. 543 - $12.00
PUBLISHER: Oklahoma State Board of Vocational and Technical Education — Copyright: 1971
RELEVANT TO: CWT-Special, WECEP, School-leaver — Reading Level:
TYPE OF MEDIA: Teacher guide, Student manuals, transparencies (masters), Objectives, Assignment Sheets, Tests, and Handouts. — Teacher Material
SUBJECT CONTENT: A curriculum guide for vocational related math for cooperative courses which need to stress BASIC math in students (add, subtract, divide, multiply).
COST: Below Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory Buy
COMMENT: This could be useful for cooperative teachers who have students with special needs who need basic work in math areas.

TITLE: VOCATIONAL RELATED TRAINING FOR SPECIAL STUDENTS — CO 000 069
AUTHOR: Mary Shipe. Revised by Gloria D. Thomason — pp. 224 - $4.25
PUBLISHER: Tennessee State Board of Vocational Education Program Services — Revised: 1972
RELEVANT TO: CWT-Special needs — Reading level: 10
TYPE OF MEDIA: Teacher guide — Grade level: 9-13
SUBJECT CONTENT: Sections include equipment and materials desirable; suggested units of instruction for related classroom, suggested grading standards and additional references.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Material is oriented to related classroom for secondary disadvantaged handicapped or regular class vocational students. Color-coded for easy reference.

TITLE: A WELL-BALANCED INDIVIDUAL — CO 000 070
PUBLISHER: Educational Projections Corporation — Multi-media kit - $22.50
RELEVANT TO: CWT, CWT-special, WECEP, School-leaver — Copyright: 1970
TYPE OF MEDIA: Filmstrips, programmed learning materials, study guides, student manuals, multi-media learning kits, and answer sheets. — Grade level: 9-12
SUBJECT CONTENT: Programmed manuals include grammar, spelling rules, fractions, percentages, and decimals. Programmed filmstrips deals with attributes of well-balanced individual used in conjunction with self-scoring pads in kit. Attributes of well-balanced individual are related to present and future needs and plans.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST EFFECTIVENESS: Satisfactory buy
COMMENT: Prevocational orientation and guidance unit. Programmed material allows individual instruction.

TITLE: WHAT TO DO AFTER HIGH SCHOOL — CO 000 071
AUTHOR: Charles G. Spiegler, Wm. B. Reiner — pp. 75 - $2.59
PUBLISHER: SRA — Copyright: 1971
RELEVANT TO: CWT, School-leaver — Reading level: 10
TYPE OF MEDIA: Student manuals — Grade level: 10-12
SUBJECT CONTENT: Gives the student many alternatives and suggestions for making his vocational decisions and an orderly process for thinking about it.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful for small groups or individual discussion. Would best be used as a lead-in or plan for career education on a larger scale. This book covers no specific career-only general steps to decisions.

TITLE: WORKING MAKES SENSE — CO 000 072
AUTHOR: Charles H. Kahn and J. Bradley Hanna — pp. 112--$1.80
PUBLISHER: Lear Siegler, Inc., Fearon Publishers — Copyright: 1973
RELEVANT TO: CWT, CWT-Special, WECEP, and School-leaver — Reading level: 2-3 (Spache)
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Practical problems in money computations and management--all processes plus functional application.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Gives practice in developing skills through interesting and relevant story problems involving teenagers at work and at play. Strong vocational slant. Introduces fractions and percentages. Teaches about payroll deductions, checking and savings accounts, and other important practical matters.

TITLE: YOUR FUTURE AS AN AIRLINE STEWARD/STEWARDESS — CO 000 073
AUTHOR: Lyman Randall — pp. 160 - $3.99
PUBLISHER: Richards Rosen Press, Inc. — Copyright: 1973
RELEVANT TO: Inter-related, personnel and public services, CWT, CWT-special, WECEP, school-leaver — Reading level: 10
TYPE OF MEDIA: Reference book — Grade level: 9-14
SUBJECT CONTENT: An extremely true picture of the role of a steward/stewardess accurately defining all aspects of the position of flight attendant.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Anyone who is mildly interested in the field would get an interesting and true feel for the job. Authored by an experienced airline man with a diverse and technical background in the training of these young people. He has utilized working stewardesses/stewards' opinions and suggestions which adds to the interest and creditability of flight attendance as a real career. It covers the most asked questions about the field--the excitement of the industry, personal satisfaction, training, benefits, etc. His own excitement for the field comes through unobtrusively in the book. Excellent resources are provided for further exploration. Suitable for individualization.

TITLE: ABOUT GETTING A JOB — CO 990 001

PUBLISHER: Channing L. Bete Co. — pp. 15 - $1.00
RELEVANT TO: All areas — Revised: 1973
TYPE OF MEDIA: Booklet — Reading level: 11-12
SUBJECT CONTENT: An overall presentation of all considerations of obtaining work for an individual.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: As with the other material from this company, it could be purchased as supplement to other materials that deal with getting a job.

TITLE: ACCENT/FAMILY FINANCES--ON YOUR OWN — CO 990 002

AUTHOR: Clarion House — pp. 32 - $1.50
PUBLISHER: Follett Educational Corporation — Copyright: 1968
RELEVANT TO: All areas — Reading level: 8
TYPE OF MEDIA: Teacher guide, study guide, student manual — Grade level: 10-12
SUBJECT CONTENT: Teaches budgeting through the use of a checking account. Features a girl living alone.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Should be used in conjunction with total banking unit. Gives an overview of what a person should expect when going "on their own."

TITLE: ACHIEVEMENT DYNAMICS — CO 900 003

PUBLISHER: Achievement Research Assoc. — $180.00
RELEVANT TO: All areas — Copyright: 1972
TYPE OF MEDIA: Sound tapes — Listening level: 11 and up
SUBJECT CONTENT: Self-motivational tapes design to enable a person to realize his full potentials.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Tapes seem very dynamic and could be used individually and in a large group. Cover some very interesting topics.

TITLE: ACTIVITIES FOR SUCCEEDING IN THE WORLD OF WORK — CO 990 004

AUTHOR: Grady Kimbrell and Ben S. Vineyard — pp. 265 - $1.98
PUBLISHER: McKnight and McKnight — Copyright: 1972
RELEVANT TO: All areas — Reading level: 12
TYPE OF MEDIA: Student manuals — Grade level: 11-13
SUBJECT CONTENT: Consumable-perforated pages-checklists-quizzes, problem-solving activities-value appraisal scale-visual discrimination tests, etc. Correlates with text by same name and authors. 87 activities in all. Excellent
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Useful for related classroom instruction of a general nature. Use in conjunction with text by same author of Succeeding in the World of Work.

TITLE: THE ADOLESCENT EXPERIENCE SERIES — CO 900 005

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, records
SUBJECT CONTENT: Deals with areas of self-evaluation, self-image, goal setting. Student involvement through vicarious experience provides take-off for discussion.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This series includes six highly innovative units: Interpersonal Relationships, Understanding Emotions, Shaping Identity, Setting Goals, Developing Values, Forming Beliefs.

8 min. each
with records-$37.50
with cassettes-$41.50
grade level: 7-12

TITLE: APPLYING FOR A JOB — CO 990 006

PUBLISHER: Sterling Educational Films, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Film
SUBJECT CONTENT: Color film. Humorous. Shows the common errors made by young people during a job interview and how to correct the errors. Shows the proper ways to apply.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This film would be best utilized early in the year or in prevocational courses before students make the errors. Requires the usual film equipment.

12 minutes - $135.00
Copyright: 1970
Grade level: 10,11,12

TITLE: APTITUDES AND OCCUPATIONS — CO 990 007

AUTHOR: Education Collaborator - E. G. Williamson, Ph. D.
PUBLISHER: Coronet Films
RELEVANT TO: All areas
TYPE OF MEDIA: Film
SUBJECT CONTENT: Guides such as test results, interests, scholastic records, references of job titles aid students to select occupations suited to student's abilities, etc. Shows classroom and counselor with aptitudes and interest tests-SAT Interpretation of test scores. A variety of occupational categories are depicted.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful in related classes. Should be used in conjunction with other related materials. Career orientation and guidance.

16 minutes
B & W-$97.50, Color-$195.00
Copyright: 1964
Viewing level: 10 - 12
Grade level: 11 - 14

TITLE: ARE YOU READY FOR A JOB? — CO 990 008

AUTHOR: Charles Cahill and Associates Release Producers
PUBLISHER: Distributed by Aims Instructional Media Services, Inc.
TYPE OF MEDIA: Films
RELEVANT TO: All areas
SUBJECT CONTENT: Importance of vocational counseling in school. Importance of school subjects for job preparation. Need for preparation and training for better and higher-paying jobs.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful in job orientation/exploration units. Also career guidance and information. Useful in first weeks of vocational courses or related classes.

10-12 minutes
$125.00 (color)
Rental: $15.00
Revised: 1968-69
Grade level: 8-12

TITLE: AUTO INSURANCE AND YOUTH — CO 990 009

AUTHOR: American Mutual Insurance Alliance
PUBLISHER: American Mutual Insurance Alliance
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips and sound tapes
1 filmstrip and tape--free
Copyright date: 1972
Grade level: 9-12

SUBJECT CONTENT: 300 high school economics students kept track of the cost of their auto accidents for a year. They then understood the reason for the seemingly terribly high premium cost for auto insurance for teenagers. Students will watch and listen to this filmstrip and sound combination.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This film and sound tape will furnish and interesting and informative interlude in the usual related class routine.

TITLE: AWARENESS--INSIGHT INTO PEOPLE — CO 990 010

AUTHOR: Educational and Consumer Relations Department
PUBLISHER: J. C. Penney Company, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records, student manuals, and learning activity packages.
Multi-media - $11.50
Copyright: 1970
Reading level: 9
Grade level: 11,12

SUBJECT CONTENT: Presentation of human relations. How to better understand one's own personality and that of others. Not specific to anyone category of job.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good material for any class. Includes 2 games, 1 filmstrip, case studies, and 3 activity sheets. Requires filmstrip machine and record player.

TITLE: BANK RECONCILIATION PROJECTS — CO 990 011

AUTHOR: McCullough and Everard
PUBLISHER: Pitman Publishing Company
RELEVANT TO: All areas
pp. 12 projects--$1.00
Revised: 1973
Reading level: 9

SUBJECT CONTENT: Twelve regular projects and one test project take students through realistic situations, working with a check stub record, cancelled checks, and a bank statement. The projects, in groups of three, cover: partnerships, proprietorships, personal account, and corporation.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: No machines needed except perhaps an arithmetic machine to check calculations.

TITLE: BORROWING MONEY — CO 900 012

PUBLISHER: Educational Projections Corporation
RELEVANT TO: All areas
TYPE OF MEDIA: Multi-media learning kits
kit - $22.50
Revised: 1970
Reading level: 8

SUBJECT CONTENT: Discusses various source and types of loans
COST: Average to low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful material--possibly to precede a unit on purchasing a car. A good supplementary activity would be a talk by a bank loan officer. Everything is provided but a filmstrip machine.

TITLE: BUSINESS MATHEMATICS (3RD ED., REVISED) — CO 990 013

AUTHOR: R. Robert Rosenberg
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: All areas
TYPE OF MEDIA: Textbooks and workbooks
pp. 186--$2.79
Revised: 1970
Reading level: 10

SUBJECT CONTENT: Included is a survey test--exercises starting with fundamental skills, review and work through all types of business math including and into data processing and auditing projects. Also includes civil service and employment test problems.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Seems to cover all areas of math which seem to be problems for students.

TITLE: BUYER BEWARE — CO 900 014

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records
1 filmstrip, 1 record
Copyright: 1972
Reading level: 8-12

SUBJECT CONTENT: Unit pricing is explained (price per unit, how to figure "best buy" and what things to avoid).
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Filmstrip projector and record player are needed. Excellent for consumer economics and economics classes. Lends itself well to discussion and class trips to local food stores.

TITLE: BUYING, INSURANCE, SECURITIES, CREDIT BANKING, AND BUDGETING — CO 900 015

PUBLISHER: Aetna Life and Casualty
RELEVANT TO: All areas
TYPE OF MEDIA: Films
6 Films - 11 to 20 minutes
$600.00 all together, $110.00 each
Copyright: 1972

SUBJECT CONTENT: Credit - deals with all types of credit available, including explanations of loan sharks, interest, charge accounts, collateral, and establishing and using credit.
Reading level: Senior high
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Very informative and explains at a level of understanding of high school students. The film is new, colorful and entertaining. Additional references could be secured at low cost. The high cost of the entire film series is a disadvantage. Develops a source where they can be obtained or rented. On the whole, the films are very good resources because they point out important items in each specific subject represented by the film.

TITLE: CALL ME MISTER — CO 900 016

AUTHOR: James, Berry
PUBLISHER: Milady Publishing Corporation
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
pp. 383 - $6.30
Revised: 1969
Reading level: 12
Grade level: 12,13,14

SUBJECT CONTENT: Dedicated to personal development essential for successful interpersonal relationships. Units on grooming, social skills, wardrobe, personality, speech, business skills (personal), physical fitness.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: May be best used as a reference book. Special problems are dealt with individually, such as grooming needs, nutrition, manners, etc. Useful for pointing to individual deficits for correction of same.

TITLE: CAREER DECISIONS: FINDING, GETTING, AND KEEPING A JOB

CO 900 017
Multi-media - $11.00
Copyright: 1971
Reading level: 10
Grade level: 10-14

AUTHOR: Prepared by Education and Consumer Relations Department
PUBLISHER: J. C. Penney Company, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, pamphlets, records, study guide, multi-media learning kits, transparencies
SUBJECT CONTENT: Probes job attitudes in the world of work. Explores influences on career cycles, involves student in self-analysis of strengths and weaknesses, familiarizes with job application, interviews, job responsibilities.
COST: Below average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Material can best be utilized in career exploration. Career awareness programs. No special equipment other than that found in most schools. Student worksheets may be used for master dittos and reproduced. The unit is complete with no need of additional references. Teacher's guide gives an up-to-date bibliography of additional teaching resources.

TITLE: CAREER EDUCATION PROGRAM, VOLS. I, II, III

CO 900 018
3 Ring-Binder Books
$15.00 each
Copyright: 1973
Reading Level: Teacher Material
Grade Level: K - 14

AUTHOR: I, Charles W. Ryan; II, Glenn A. Saltzman; III, H. Eugene Wysong
PUBLISHER: Houghton Mifflin Co.
RELEVANT TO: ALL AREAS
TYPE OF MEDIA: Teacher Guides, Pre-printed duplicated masters for classroom use and sample letters for obtaining other resources for class and program.
SUBJECT CONTENT: 3 books (in leaflet form) to initiate program development from Kindergarten through 12th Grade. Each section has great classroom ideas (any of which can be adapted to another grade. Ideas for community and family involvement, PR materials and other inter-related materials for a coordinated program.
COST: Average-to-Below Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best Buy
COMMENT: For beginning coordinators, especially CWT, WECEP, early School-Leaver. These three binders are full of useful and creative ideas (any of which can be easily adapted to any community, program, student, individual or group, and grade level.) There is some duplication of course objectives at different grades, but there are different methods to achieve these - all of which should be explored.

TITLE: CAREER EXPLORATION AND PLANNING

CO 900 019
pp. 122-workbook - $4.80
pp. 74 teacher guide - $1.50
Reading level: 8
Revised: 1973

AUTHOR: Bruce Shertzer
PUBLISHER: Houghton Mifflin Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, student manuals
SUBJECT CONTENT: The workbook and accompanying text covers the area of human behavior, decisionmaking and educational and vocational planning.
COST: Below average
LEARNING EFFECTIVENESS: Very good to normal
COST-EFFECTIVENESS: Very good to best buy
COMMENT: The workbook is to accompany the text Career Exploration and Planning. This workbook covers the general areas of career planning so it could be used in the class portion of coop education.

TITLE: CAREER INFORMATION KIT

CO 990 020

AUTHOR: A. H. Edgerton
PUBLISHER: Science Research Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Career information kit
SUBJECT CONTENT: An index of occupational information on jobs. Alphabetically filed by job families, cross-references to other related reading material. Vocational library.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: For classroom use, this is an expensive proposition. It would be a good tool for use in the library (for the whole school's use--not just vocational educational students).

600 information sheets
$246.00
Copyright: 1971
Reading level: 9

TITLE: CAREER WORLD

CO 990 021

PUBLISHER: Curriculum Innovations, Inc.
RELEVANT TO: ALL AREAS
TYPE OF MEDIA: Programmed learning materials, Reference book, Textbook, Periodical, Study Guide, Student Manual
SUBJECT CONTENT: Contains all kinds of career descriptions.
COST: Avove Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very Good Buy
COMMENT: Excellent resource material. Attractively written and material is up to date. Students like it for the most part. Of special value are the listings of addresses that students can use for more information. It is published each month and contains career information that is pertinent.

pp. 30 - $2.95
Copyright: 1974
Reading Level: 11
Grade Level: 8 - 12

TITLE: CAREERS IN DEPTH

CO 990 022

AUTHOR: John R. Rider
PUBLISHER: Richards Rosen Press, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Reference books
SUBJECT CONTENT: Well-written series of books that describe different careers and the various aspects of these careers.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: These books give very complete pictures of different career areas. Sources are included in the backs of some books for obtaining further information. There are over a hundred career books in this series covering areas such as business/service, medical services, natural science, business/technical, etc.

pp. varies - $3.99 each
Copyright: 1971
Reading level: 8-12
Grade level: 7-11

TITLE: CATS AND DOGS

CO 990 023

AUTHOR: Paul Gurian
PUBLISHER: A C I Films, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Film
SUBJECT CONTENT: Describes two people living together, their emotions, and their eventual break-up.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for discussion of a modern dilemma--living together vs. marriage--the emotions and risks involved. Can begin a valuable human relations discussion.

(1) film
23 min. - $250.
Viewing level: 9-12

TITLE: THE CHANGING WORK ETHIC — CO 990 024

PUBLISHER: Guidance Associates
REVELANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, and records
SUBJECT CONTENT: Discussions of one person and his world of work; and society and work. Helps students decide their values and work plus their place as a worker in society
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good discussion of the traditional work ethic versus some modern employee ideas. Helps students set their values in terms of work. Requires filmstrip projector and record player.

(2) filmstrips
(2) records - $37.50
Copyright: 1973
Grade level: Junior-Senior

TITLE: CHARM AND POISE FOR GETTING AHEAD — CO 990 025

AUTHOR: Ruth Tolman
PUBLISHER: Milady Publishing Corporation
RELEVANT TO: All areas for girls
TYPE OF MEDIA: Textbook
SUBJECT CONTENT: Covers grooming, poise, wardrobe planning, personality development, voice improvement, body care, and a section on being successful on the job.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This book would best be used in a laboratory type class where the material could be experimented with the role playing conducted.

pp. 423 - $6.30
Revised: 1972
Reading level: 9.5

TITLE: COMMUNICATING FACE TO FACE — CO 990 026

PUBLISHER: Universal Education and Visual Arts
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, Filmstrips, records
SUBJECT CONTENT: 3 basic elements of communication--sender, message, and receiver, organization of the message, the message itself and accuracy, and making sure the message is received accurately.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Good for related class in preparation for minimal conflict and misunderstandings because of poor communication skills.

multi-media - $25.00
Copyright: 1972
Grade level: 11-12

TITLE: CONSUMER BE WARNED — CO 990 027

PUBLISHER: Current Affairs
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records
SUBJECT CONTENT: Defines fraud, deception, bait and switch. Discusses agencies that protect the consumer and methods to avoid fraudulent and deceptive practices.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: To be used as a supplement to lecture and/or reading on consumer education. Good introductory material on frauds, motorcycle/car purchases or any area included in consumer education. They are current and hold the students' attention.

6 filmstrips
Copyright: up to date
Viewing level: 11-12

TITLE: CONSUMER CREDIT (TEACHERS KIT) — CO 990 028

AUTHOR: Carl W. Hawver
PUBLISHER: Educational Services Div., National Consumer Finance Association
Finance Association
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, pamphlets, student manuals
kit - $1.00
Copyright: 1972
Reading level: teacher material
SUBJECT CONTENT: A unit designed to promote better understanding of the role of consumer credit and money management. The kit contains a catalog of available materials and lists of A-V material available to teachers.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Excellent resource from which to plan a unit for the related class. Teacher can select and order any materials desired.

TITLE: CONSUMER EDUCATION IN AN AGE OF ADAPTATION — CO 990 029

AUTHOR: Sally R. Campbell
PUBLISHER: Sears, Roebuck and Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide
pp. 105--$2.00
Copyright date: 1971
Reading level: teachers only, level 15
SUBJECT CONTENT: Covers such materials as educational objectives in major content areas; adapting to meet students' needs; devices for identifying, maturing, and evaluating students.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Gives general information concerning various suggested methods a teacher can use to instruct students in consumer education areas.

TITLE: THE CONSUMER IN THE MARKETPLACE — CO 990 030

AUTHOR: Leon Levy, Robert Feldman, Simpson Sasserath
PUBLISHER: Pitman Publishing Company
RELEVANT TO: All
TYPE OF MEDIA: Teacher guide, reference book, textbooks
pp. 470 - $7.84
Copyright: 1970
Reading level: 11-12
SUBJECT CONTENT: Basic text on consumer education(economics). Covers budgeting, purchasing, laws, protecting the consumer, insurance, and credit.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Probably utilized as an independent study manual or for individual instruction. Could be used as a handy reference book, short unit work, or a semester or two semester course. Could utilize other reference or supplementary materials with each unit of instruction.

TITLE: CONSUMER RELATED MATHEMATICS — CO 990 031

AUTHOR: Wallace W. Kravitz and Vincent Brant
PUBLISHER: Holt, Rinehart, and Winston, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
pp. 312
Revised: 1971
Reading level: 7
SUBJECT CONTENT: Problems based on actual experiences that a person faces as a consumer. Banking, savings and investments, buying goods and services, taxes, and insurance.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used for vocabulary building and computation skills. The teacher can refer to these actual problems during any unit--they are situations similar to those faced by the average person in his everyday experiences.

TITLE: CONTAINERS--HOW TO COMPARE THE PRICES OF THEIR CONTENTS
ACCENT/FAMILY FINANCES

CO 990 032

AUTHOR: Clarion House
PUBLISHER: Follett Publishing Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, student manual
pp. 31 - $1.50
Copyright: 1968
Reading level: 8
Grade level: 11-14
SUBJECT CONTENT: Consumer problems and solutions to comparative shopping. Teaches how to figure prices of containers.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Useful in consumer units as a guide to comparative shopping. Can be used alone or as a supplement.

TITLE: COUNSELING FOR CAREER DEVELOPMENT

CO 990 033

AUTHOR: E. L. Tolbert
PUBLISHER: Houghton Mifflin Company
RELEVANT TO: Vocational Educators
TYPE OF MEDIA: Teacher Text
pp. 340 - $9.95
Copyright: 1974
Reading level: Teacher
Grade Level: Teacher Aide
SUBJECT CONTENT: A book incorporating the total process of career education--for organization, group counseling, using other educational personnel, evaluation--overall usefulness in running a successful vocational program.
COST: Below Average
LEARNING EFFECTIVENESS: Very Good
COST-EFFECTIVENESS: Very Good
COMMENTS: The usefulness of this book in the classroom would be indirect as applied to student effectiveness. The teacher could use the information for program development; upgrading and continued evaluation of students; educat onal personnel assistance. It's a book that should be kept for reference for the teacher.

TITLE: DESK-TOP CAREER KIT

CO 990 034

AUTHOR: Joint effort
PUBLISHER: Careers
RELEVANT TO: All areas except CWT-Special
1,000 career items--$135.00
Copyright date: updated yearly
Reading level: 12
TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, records, and study guide
SUBJECT CONTENT: Contains a short resume of most career areas; indicates job opportunities and gives good addresses for additional information
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Satisfactory
COMMENT: Material is best used as a reference for a quick look at careers. The cost is high but it lasts, if properly handled, for a long time. Easy to find information wanted also. Kit can be kept up to date by specific careers service each year (3 times a year) for a varying price.

TITLE: DISCOVERY--A CAREER EDUCATION PROGRAM

CO 990 035

AUTHOR: Prepared in cooperation with Visual Education Corporation
PUBLISHER: Scholastic Book Services
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrip, student manuals, multi-media, sound tapes.
Multi-media(cassettes)-$135.50
Multi-media(records)-$119.50
Revised: 1974
Grade level: 7-10
SUBJECT CONTENT: Career exploration program - Units aid student in self-assessment, personality and work choices; job characteristics, fields of work. Filmstrips have excellent photographs, present ethnic groups in work areas and dialogue indicates why they chose their jobs. Sound tapes are excellent in enunciation.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good Buy
COMMENT: Excellent for the student who is searching for a goal, seeking to discover his interests, seeking to identify his strengths. May be used as resource materials in vocational guidance or in career explanation units in subject matter area. 8 filmstrips, 8 cassettes, 1 teacher's guide, 30 student log books, components may be purchased separately.

BEST COPY AVAILABLE

TITLE: EASTMAN KODAK PACKET ON CAREERS — CO 990 036

PUBLISHER: Eastman Kodak Company
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlets
5 brochures - $1.00 per 50
Copyright: Up-to-date
Reading level: 11-12

SUBJECT CONTENT: Resource material with information on careers in the Photography and Graphics fields. Job requirements, opportunities for advancement and a listing of schools offering instruction are presented.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Might be better if a Guidance Counselor had this or it would be a good addition to a "Careers Library". Suitable for individualizing instruction.

TITLE: EMOTIONS & SOCIAL ATTITUDES — CO 990 037

AUTHOR: Drs. A. W. Blue, W. R. Looft, D. M. McMillian
PUBLISHER: Creative Visuals
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, Transparencies
23 transparencies - $43.00
Copyright: 1969
Grade level: 8-12

SUBJECT CONTENT: A discussion of emotions, attitudes and values from children to adults.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Good material to institute human relations discussions. Provides very thought provoking and realistic questions about getting along and understanding others. Requires only an overhead projector--although magazines such as Psychology Today and a TV would be valuable.

TITLE: EMPLOYMENT OUTLOOK FOR FORTY-FIVE SELECTED OCCUPATIONS — CO 990 038

PUBLISHER: State of Illinois, Department of Labor
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
pp. 48 - free
Copyright: 1973
Reading level: 10
Grade level: 10,11,12

SUBJECT CONTENT: Described the employment outlook for 45 occupations in the state of Illinois. Concise and accurate reference.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Useful reference, especially for pre-vocational or undecided students. Usable without further resources. Excellent material for individualizing instruction.

TITLE: ENCOUNTER TAPES FOR EMPLOYEE AND TEAM DEVELOPMENT — CO 990 039

PUBLISHER: Interpersonal Communication Concepts, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, student manuals and sound tapes
10 tapes and 36 student manuals--$149.00
Copyright date: 1969
Listening level: 12 & up

SUBJECT CONTENT: This kit is designed to implement a course of study to build up students' capacities in group reaction encounters and to facilitate better employee relations.
COST. Above average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Provides excellent opportunity to develop needed human relation skills for general and future employment.

TITLE: ENGLISH USAGE DRILLS AND EXERCISES — CO 990 040

AUTHOR: Brendel and Leffingwell
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: All areas
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Covers: word functions; pronouns; possessives; subjects and sentence structure. Tests are included at the end of each part.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Well constructed for students with problems with English or who just need a refresher of the basic rules. Can be used without a typewriter. Suitable for individualizing instruction.

pp. 122--$1.68
Copyright date: 1968
Reading level: 8

TITLE: EVERYTHING HAS A PRICE — CO 990 041

PUBLISHER: Illinois Retail Merchants Association and WLS Radio of Chicago
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Contains case studies relating to shoplifting and presents facts to prove that "everything has a price and shoplifting can cost you plenty."
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Can be used for buzz sessions as an introduction to consumer buying and product costs.

pp. 6--free
Copyright date: 1973
Grade level: 9-12

TITLE: FAMILY FINANCIAL EDUCATION PROGRAM 1 - MANAGING PERSONAL INCOME — CO 990 042

PUBLISHER: Continental Illinois National Bank & Trust Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, pamphlets, text and workbook
SUBJECT CONTENT: Includes information and problem situations for students--covering checking accounts, savings accounts, and types of bank services.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Booklets are supplied to you through a bank in your area. The bank pays for copies ordered from the Continental Bank in Chicago. Good basic information, which all students should know. All forms needed are provided.

pp. 63
booklet--35¢
teacher guide--60¢
Copyright date: 1970
Reading level: 11

TITLE: FAMILY FINANCIAL EDUCATION PROGRAM 2 - ACCEPTING CREDIT RESPONSIBILITY — CO 900 043

PUBLISHER: Continental Illinois National Bank and Trust Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, pamphlets, text and workbook
SUBJECT CONTENT: Covers types of credit, cost of credit, credit ratings, budgeting, with explanations and problems to be solved.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Booklets are supplied to you through a bank in your area. The bank pays for copies ordered from the Continental Bank of Chicago. Good basic information which all students should know.

pp. 63
booklet--35¢
teacher guide--60¢
Copyright date: 1970
Reading level: 13

TITLE: FINDING YOUR JOB — CO 990 044

PUBLISHER: Finney Company
RELEVANT TO: All areas
TYPE OF MEDIA: Reference books
SUBJECT CONTENT: Describes 60 jobs. Tells what the job is like, earnings, hours, skills necessary, schooling needed, advantages and disadvantages and helpful subjects to take in school.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Can be used as reference throughout year as different jobs are discussed. This is just one unit of six. Total set contains 30 books covering 360 job titles.

pp. 60 - 5 books
$24.50 per set
Revised: 1973
Reading level: 7

TITLE: GETTING YOUR MONEY'S WORTH: GROUP 1 — CO 990 045

PUBLISHER: Society for Visual Education, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes, and reading script
SUBJECT CONTENT: Consumer know-how. Introduces good basic principles of money management. Examines complexities of consumerism, budgeting, credit buying, savings, and buying selectively. Consumer fraud, etc. Excellent color and pictures. Sound tapes very well enunciated. Questions and discussion ideas included.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good Buy
COMMENT: Useful in related class for correlation with other units. Also useful to teachers of consumer education courses. May be used with automatic projectors or manually operated equipment.

Multi-media - $58.50
Copyright: 1971
Grade level: 8-14 and adult education

TITLE: GUIDANCE TALKS ON HUMAN RELATIONS — CO 990 046

AUTHOR: W. K. Lasher
PUBLISHER: American Technical Society
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Vocational guidance booklets--cleverly related incidents in human relations for workers on the job. Desired behaviors made palatable. Illustrations.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good
COMMENT: May be purchased as a bound volume or separate chapter units.

pp. 14 - $.60
Copyright: 1970
Grade level: adult, in-service

TITLE: HANDBOOK FOR YOUNG WORKERS — CO 990 047

AUTHOR: U.S. Department of Labor
PUBLISHER: Bureau of Labor Standards, U.S. Government Printing Office
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Guidance material concerning the person and work, need for high school education, planning for a career, labor laws, services to young workers,(i.e., employment agencies, vocational rehabilitation, and various government and community training programs.) Also hazardous occupations and labor offices.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Would be useful as a personalized copy for each student's reference file. Should be used in conjunction with booklets on state labor laws, union requirements, and other handbooks on job opportunities.

pp. 29 - $.20
Copyright: 1965
Reading level: 12
Grade level: 9-14

TITLE: HANDBOOK OF JOB FACTS

CO 990 048
300 Occupations - $5.75
Copyright: 1972
Reading level: 12
Grade level: 9-12

AUTHOR: Carole J. Lang
PUBLISHER: SRA
RELEVANT TO: All areas, except CWT-special
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Reference book of specific job facts--duties, where employed, number of workers, education & training, special qualifications, entry, advancement, earnings, supply & demand.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent reference for career exploration--would be used throughout the year as a reference.

TITLE: HIRE AN EMPLOYMENT AGENCY TO FIND YOU A JOB?

CO 990 049
pp. 4 - $8.00
Copyright: 1971
Reading level: 11-12
Grade level: 11-12

AUTHOR: Changing Times
PUBLISHER: The Kiplinger Magazine
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies
SUBJECT CONTENT: Review of how employment agencies operate, the benefits and disadvantages of using an agency.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Valuable knowledge for anyone who will be working. Students can find out how agencies work. Requires only an overhead but better used as lead-in to study of the local employment agency scene.

TITLE: HOW MUCH DO "FRINGES" BOOST YOUR PAY?

CO 990 050
pp. 4 - $10.00
Copyright: 1972
Reading level: 12
Grade level: 11-12

AUTHOR: Changing Times
PUBLISHER: The Kiplinger Magazine
RELEVANT TO: All
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies
SUBJECT CONTENT: Magazine reprints explaining the most typical fringe benefits and how they boost (or don't) your pay.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good unit for all working students to learn the benefits of "fringe benefits." Useful as a beginning for students to investigate their own job benefits and to help them evaluate future job opportunities. Requires only an overhead.

TITLE: HOW ON EARTH DO WORKING WIVES MANAGE?

CO 990 051
pp. 4 - $8.00
Copyright: 1972
Reading level: 12
Grade level: 10-12

AUTHOR: Changing Times
PUBLISHER: The Kiplinger Magazine
RELEVANT TO: All, except agriculture and CWT-special
TYPE OF MEDIA: Teacher guide, pamphlets, transparencies
SUBJECT CONTENT: Describes the average life of a working wife and her family. Opens a valuable discussion of family responsibilities and values.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good opener for human relations discussions about family relations and values. Can provide basis for forming values and ideas about your students' futures. Requires only an overhead as extra equipment.

TITLE: HOW TO LISTEN MORE EFFECTIVELY — CO 990 052

PUBLISHER: Universal Education and Visual Arts — multi-media - $25.00
RELEVANT TO: All areas — Copyright: 1971
TYPE OF MEDIA: Teacher guide, filmstrips, records — Grade level: 11-12
SUBJECT CONTENT: Concepts relative to listening actively; emotional factors involved; presents principles involved in effective listening, and ways to build good listening skills.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful for related class or vocational lead-up courses for purposes of developing skills in listening for following job instructions and other related skills. Also in social skills development, for inter-personal relationships with persons on the job.

TITLE: IF YOU BECOME DISABLED — CO 990 053

AUTHOR: U. S. Department of Health, Education and Welfare — pp. 26 - free
PUBLISHER: U.S. Government Printing Office — Copyright: July, 1973
RELEVANT TO: All areas — Reading Level: 14
TYPE OF MEDIA: Pamphlets
SUBJECT CONTENT: Explains disability benefits, defines disabled workers, medicare, special rehabilitation services and procedures for application for disability benefits.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This pamphlet is free and informational.

TITLE: INCREASE YOUR CAREER POWER — CO 990 054

PUBLISHER: Universal Education and Visual Arts — pp. 39 - $9.98-set
RELEVANT TO: All except special areas — Copyright: 1973
TYPE OF MEDIA: Programmed learning materials, student manuals, sound tapes — Reading level: 12
SUBJECT CONTENT: Four steps--developing a career profile, using it; skills and interests, what jobs they make, finding a job, utilizing them and then using skills to land the job. — Grade level: 10-12
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This set can be utilized best in a work-related class or by vocational guidance counselors.

TITLE: INQUIRY-ORIENTED MINI UNITS--A CHANGING TIMES EDUCATION SERVICE — CO 990 055

AUTHOR: Changing Times — 6 Units - $54.00
PUBLISHER: The Kiplinger Magazine — Copyright: 1971-72
RELEVANT TO: All except agriculture & CWT-special — Reading level: 11
TYPE OF MEDIA: Pamphlets, transparencies — Grade level: 11,12
SUBJECT CONTENT: Set of 6 mini-units covering: School-job training($10), Working Wives($8), Jobs-the future($8), Better Jobs for Women($10), Employment agencies($8), Fringe benefits($10).
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Six units of timely subjects based on reprints from Kiplinger's Changing Times. These may be purchased separately or as a set for $54.00. All six are good for promoting discussions of current topics for working people.

TITLE: INSURANCE FOR THE HOME — CO 990 056

PUBLISHER: Educational Division, Insurance Information Institute — pp. 4--free
RELEVANT TO: All — Copyright: up to date
TYPE OF MEDIA: Pamphlets — Reading level: 15
SUBJECT CONTENT: A brief pamphlet (including test with answers) concerning property (household) insurance. Includes types of coverage and liability coverage. Also general information about cost.
COST: Low
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Very good buy
COMMENT: Provided by the Institute.

TITLE: INSURANCE INFORMATION INSTITUTE KIT ON AUTO, PROPERTY, AND LIABILITY INSURANCE — CO 990 057

PUBLISHER: Insurance Information Institute — free
RELEVANT TO: All — Revised: 1972
TYPE OF MEDIA: Teacher guide, programmed learning materials, reference book, periodicals, pamphlets, student manuals and career manuals. — Reading level: 16
SUBJECT CONTENT: Wall charts on auto and home insurance and an illustrated booklet explaining home and car insurance. Two, six-page leaflets including information and a test on automobile and home insurance.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Two filmstrips at $5.00 are related materials that could be used. The packet is updated annually which adds to its effectiveness. Good information on careers in this field.

TITLE: THE JOB AHEAD--NEW ROCHESTER OCCUPATIONAL READING SERIES — CO 990 058

AUTHOR: H. Hunter Frazer — pp. 168 - $5.15
PUBLISHER: Science Research Associates, Inc. — Copyright: 1963
RELEVANT TO: All areas — Grade level: 8 - 12
TYPE OF MEDIA: Teacher guide, textbooks, and student manuals — Reading level: 6
SUBJECT CONTENT: Stories are high interest, real-life situations. Book is divided into 5 units--Starting Work--On the Job--Keeping the Job--Working for the City--and Leisure Time. Excellent material.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This series has textbooks; workbooks, and teacher's guide. Textbooks are obtainable at three different reading levels. Same selections in each one. Each textbook has five workbooks to accompany it. Coded by bars on spine and front of workbooks.

BEST COPY AVAILABLE

TITLE: JOB ATTITUDE SERIES — CO 990 059

AUTHOR: Richard Greenfield (Consultant)
PUBLISHER: Guidance Associates
RELEVANT TO: All areas except WECEP
TYPE OF MEDIA: Teacher guide, filmstrips, records
Multi-media
Copyright: Un-to-date
Viewing level: 11-12
SUBJECT CONTENT: Four problem areas--hazing, getting the "dirty" jobs, lack of communication, absenteeism, and lack of ambition. Each problem is viewed from two viewpoints and allows for group discussion following each segment. Teacher's guide gives activities and suggestions for role-play, discussion, questions, etc.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: This series consists of five programs:
1. A Job That Goes Someplace--2 parts/$37.50
2. Liking Your Job and Your Life--4 filmstrips, 2 LP's/$37.50
3. On the Job: Four Trainees--2 parts/$37.50
4. Trouble at Work--4 filmstrips, 2 LP's/$37.50
5. Why Work at All?--1 part/$19.50

TITLE: JOB EXPERIENCE KITS — CO 990 060

PUBLISHER: Science Research Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Study guide and learning activity packages
20 kits - $140.00
Copyright: 1970
Grade level: 8 - 10
SUBJECT CONTENT: Twenty different kits provide simulated work experience in twenty different occupations. Problems in different areas allow the student to solve them as they might on a job or in an occupation. Twenty titles include Accountant, Automobile Mechanic, Beautician, Designer, Electronic Technician, Elementary School Teacher, Lawyer, Librarian, Medical Technologist, Motel Manager, Police Officer, Salesperson, Secretary, Truck Driver, Veterinarian, X-ray Technician, Appliance Salesman, Carpenter, Draftsman, Plumber.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Kits contain all components needed to solve problems or to complete assignment. Answer pads, simulated letters, battery, nails, ruler, circuit tester, charts, maps, report forms, etc. Consumable items are usually replaceable locally. Answer pads may be reordered as may individual kits for replacement. Free choice, exploratory experiences. May be used in conjunction with same publisher's kits on Occupational Roles and Occupational Exploration.

TITLE: JOB HUNTING: WHERE TO BEGIN — CO 990 061

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, records
multi-media - $37.50
Copyright: 1972
Listening level: 9-10
Grade level: 9-14
SUBJECT CONTENT: Clarifies student understanding of employment sources. Explains the various types of employment agencies, role of the job counselor, civil service exams, how to answer want ads and handle job interviews.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Applications, job hunting procedures, etc., is a process WECEP kids (and everyone) go through periodically. The records and slides will help students go through the process of finding new jobs. Excellent 'prep' for applying for a job and great review--even at the end of the year.

TITLE: JOB ORIENTATION — CO 990 062
AUTHOR: Harry R. Moon — kit - $2.76
PUBLISHER: Milady Publishing Co. — Copyright: 1973
RELEVANT TO: All areas — Reading level: 11
TYPE OF MEDIA: Teacher guide, student manual, transparencies
SUBJECT CONTENT: Areas of Job Orientation such as: individual needs, sources of job information, making job applications, a job interview, starting a job, understanding co-workers, and your future on the job.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Well-organized material. Good transparencies. A good additional reference would be "The Employment Interview" published by the same company.

TITLE: KEYS: CAREER EXPLORATION — CO 990 063
PUBLISHER: Science Research Associates — Multi-media - $106.00
RELEVANT TO: All areas — Additional career manual - $1.08
TYPE OF MEDIA: Teacher guide, filmstrips, sound tapes, manual — Copyright: 1972
SUBJECT CONTENT: Investigates individual occupations within the 10 Kuder interest categories, outdoor, mechanical, etc. A manual on Career Guidance and Kuder Interests inventories allow study in occupational clusters for schools which do not use Kuder Interest. Includes interviews with men and women in various occupations. — Grade level: 6-13
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Correlates with Kuder interest inventories. May be used with other occupational literature and by guidance counselors to aid student understand Kuder results by explaining score patterns. Useful also for awareness of various occupations and encouragement of student to clarify his goals, career choices, and self-evaluation. (10 filmstrips, 5 cassettes, 1 career guidance and Kuder Interest Inventories Manual, 1 teachers guide.)

TITLE: LEARNING DISCUSSION SKILLS THROUGH GAMES — CO 990 064
AUTHOR: Gene Stanford and Barbara Dodds Stanford — pp. 75 - $1.65
PUBLISHER: Citation Press--Professional Relations Division, Scholastic Magazine — Copyright: 1969
RELEVANT TO: All areas — Grade level: 9-12
TYPE OF MEDIA: Teacher guide and reference book — Reading level: Teacher
SUBJECT CONTENT: Interesting activities are provided for development of proper discussion techniques and group dynamics. Ten individual discussion skills such as careful listening, organizing, formulating agreement, etc.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is an excellent tool to use for developing these necessary basic skills.

TITLE: MAKING ENDS MEET — CO 990 065
PUBLISHER: Guidance Associates — (1) filmstrip
RELEVANT TO: All areas — with cassette - $17.50
TYPE OF MEDIA: Filmstrips, records — record w/cassette - $19.50
SUBJECT CONTENT: Presents a family budget situation. How to prepare a budget acceptable to the whole family. — Copyright: 1972
COST: Above average — Grade level: 8-12
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: The Gonzales family prepares a budget and shows how budgets applies to each family member. Record is both automatic and manual.

TITLE: MAKING VALUE JUDGMENTS — CO 990 066
AUTHOR: Carl A. Elder
PUBLISHER: Charles E. Merrill Publishing Co.
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, textbook
pp. 186 - $2.25
Copyright: 1972
Reading level: 10
SUBJECT CONTENT: The nature of values and steps in the decision making process provided in the book are a definite aid to help students develop their own guidelines for making personal value judgments.
COST: Below average to low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: This is an excellent book for group discussions and self-actualization realization for each individual involved. It can be very effective if a teacher fully familiarizes himself with the book and knows his students. Especially effective for socially malajusted students.

TITLE: MANPOWER — CO 990 067
PUBLISHER: U.S. Department of Labor, Manpower Administration, U.S. Government Printing Office
RELEVANT TO: ALL AREAS
TYPE OF MEDIA: Periodical
Free
Copyright:
Monthly Journal
Reading Level: 12
Grade Level: 9 - 14
SUBJECT CONTENT: A monthly journal of Manpower Administration reflecting up-to-date information on careers, labor needs and projections of future job markets.
COST: Below Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Outstanding buy
COMMENT: This magazine is best utilized by having copies available in classroom at all times. The teacher may point a specific article to students as it applies to their situation.

TITLE: MICHIGAN JOB BRIEFS — CO 990 068
AUTHOR: Michigan Employment Security Commission
PUBLISHER: State of Michigan
RELEVANT TO: All areas
TYPE OF MEDIA: Pamphlets
pp. 150 - free
Revised: June, 1973
Reading levels:
Small pamphlet 8-9
Large pamphlet 15
SUBJECT CONTENT: Fifty-one jobs explained as to nature of work, working conditions, employment outlook, earnings, requirements for entry, etc.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good explanation of about 51 different jobs in Michigan that apply to other parts of the country.

TITLE: MINI-UNITS FOR VALUES, EDUCATION, CAREER EXPLORATION — CO 990 069
PUBLISHER: Channing L. Bete Co.
RELEVANT TO: All areas
TYPE OF MEDIA: Leaflet/Booklet
pp. 15 - $.25
Revised: 1973
Reading level: 11-12
SUBJECT CONTENT: Small unit presentations concisely defining attitudes and understanding yourself by the use of many pictures.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: These booklets would be excellent idea sources for a slide presentation or a poster-contest. The ideas on these few pages are concise, and to the point and very good for formulating a class presentation.

TITLE: MODERN CONSUMER EDUCATION — CO 990 070

PUBLISHER: Grolier Educational Corporation
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, reference book, study guide, student manuals, sound tapes
SUBJECT CONTENT: Consumer education unit dealing with buying food, cars, clothes, housing, furniture, health care insurance, life insurance, car insurance, legal issues, salesmen, and guarantees.
COST: High
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This unit, if well planned, can, without much supplementary materials, fulfill the State of Illinois requirement for 40 hours of consumer education. The unit allows flexibility for the individual needs of the student and can be made to fit both the slow learner and fast learner. It is ideal for socially disaffected students in C.W.T. programs.

multi-media - $341.00
Copyright: 1972
Grade level: 10-12

TITLE: MONEY MANAGEMENT — CO 990 071

PUBLISHER: B. F. A. Educational Media
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records
SUBJECT CONTENT: These filmstrips and recordings introduce the student to the basics of managing his/her money; bank loans, finance company, credit unions, charge accounts, charge cards and statements, and the retail merchants credit association.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The quality of production appears to be good. The topics are done well and seem to hold interest of the students.

multi-media - $78.00
Copyright: 1968
Grade level: 11-12

TITLE: MONEY WELL SPENT — CO 990 072

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records
SUBJECT CONTENT: Presents basic ideas of budgeting, also shows sales techniques to beware of. Excellent film for consumer education class or economics class for budget unit.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: Films may best be used with small group or class situation. Sales techniques are presented. The conflict of "to spend or not to spend" is presented well. Record may be automatic or manual.

Multi-media--cassette - $17.50
Record w/cassette - $19.50
Copyright: 1972
Listening level: 8-12

TITLE: MONEYSWORTH — CO 990 073

PUBLISHER: Moneysworth
RELEVANT TO: All areas
TYPE OF MEDIA: Newsletter
SUBJECT CONTENT: A monthly consumer newsletter--articles on how to save money, invest wisely, product comparisons.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This can be a part of an up-to-date magazine file that a teacher keeps in his room for students use any time. It is a way of keeping them aware of economic situations always affecting them and thinking about their wise use of money.

Subscription-$5.00
Copyright:
Monthly newsletter
Reading level: 11

TITLE: MR. GREY — CO 990 074
AUTHOR: W. M. Dear, Robert Dyke — 10 minutes - $150.00
PUBLISHER: ACI Films — Copyright: 1969
RELEVANT TO: All areas — Grade level: 11-Adult
TYPE OF MEDIA: Films
SUBJECT CONTENT: Symbolic representation of how modern man has been regimentalized in his daily work routine. No audio other than background music. Extremely significant to youth today.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory
COMMENTS: Should be a movie that will bring out discussion about our highly technical and regimented society.

TITLE: MY PERSONAL PROFILE — CO 990 075
AUTHOR: Bobbi Ray — pp. 136 - $2.97
PUBLISHER: Milady Publishing Corp. — Copyright: 1973
RELEVANT TO: Classes for girls — Reading level: 9
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Helps one analyze herself through a series of questions on grooming, wardrobe selection, manners, personality, nutrition and health, and poise.
COST: Average to below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: This workbook goes with the book TEEN PROFILE, but it is for the individual analysis.

TITLE: NEW CAREER EDUCATION PROGRAM — CO 990 076
PUBLISHER: Colonial Films — $197.40
RELEVANT TO: All areas — Copyright: 1973
TYPE OF MEDIA: Filmstrips, Programmed learning materials, sound tapes — Listening level: 9 and up
SUBJECT CONTENT: An exploration of 15 occupations in easy-to-understand language describing skills and background necessary for the job. Many types of jobs are discussed in each field.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: These tapes and filmstrips were excellent. They were not too technical, yet they gave adequate descriptions of 12 jobs and various positions available within each category. The positions were introduced positively (including entry level positions and other jobs which required little education). The total kit cost--197.40--is expensive for one class. The best application would be in a vocational-awareness section of the library or career counselor office.

TITLE: NEW CAREERS FOR THE SUBPROFESSIONAL — CO 990 077
AUTHOR: Bernard Yabroff and Marc A. Matland — pp. 23 - $.30
PUBLISHER: U.S. Department of Health, Education, and Welfare — Copyright: 1970
RELEVANT TO: All areas — Reading level: 9-12
TYPE OF MEDIA: Pamphlets — Grade level: 10 and up
SUBJECT CONTENT: A discussion of issues in the development of subprofessionals--nontechnical introduction into various fields and how one can progress to higher levels of employment through training/further education.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Extremely helpful in introducing a palletable choice for those who do not qualify for technical/professional jobs. A nontechnical introduction for the subprofessional areas open and future potential.

TITLE: OCCUPATIONAL ESSENTIALS: SKILLS AND ATTITUDES FOR EMPLOYMENT — CO 990 078
AUTHOR: David. J. Richter — pp. 138 - $25.00
PUBLISHER: H.C. Johnson Press, Inc. — Revised: 1972
RELEVANT TO: All areas — Reading level: 10
TYPE OF MEDIA: Teacher guide, reference book, student manuals
SUBJECT CONTENT: Through planned lessons and activities students discover their attitudes, how to look for and secure jobs, succeeding on the job, self-evaluation, leaving a job. Also covers social security.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Consumable workbooks and references for students. Economical way to cover general work information within a specific subject area. This workbook could best be used as individual study by the student about to secure a job. Most of the work to be done in the units can be done by the student, but he or she may need the library for some of the work.

TITLE: OCCUPATIONAL GUIDANCE — CO 990 079
PUBLISHER: Finney Company — pp. 100 - 8 books
RELEVANT TO: All areas — $43.50 per set
TYPE OF MEDIA: Reference books — Revised: 1971
SUBJECT CONTENT: Overviews of 160 occupations. Describes work, earnings, working conditions, abilities required, education and training required, advantages and disadvantages, suggested high school courses to take. — Reading level: 11-12
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Should be a resource available throughout the year as different occupations are discussed and researched. Other visuals and materials are suggested for studying each occupation, but not required. This is just one set unit of five. Total set contains 40 books covering 800 careers.

TITLE: OCCUPATIONAL GUIDE INDEXES — CO 990 080
AUTHOR: State of California — Briefs - Free
PUBLISHER: Department of Human Resources Development — Revised: up to date
RELEVANT TO: All areas — Reading level: 12-13
TYPE OF MEDIA: Occupational briefs — Grade level: 8-14
SUBJECT CONTENT: Occupational guides--classified by occupational area (noted by volume and label color) with alphabetical occupational key.
COST: Low(free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Considering the high cost of career indexes on the market today, the careers covered in these guides are diverse within each vocational area and give more than a broad choice to students. It is an excellent project for students to write for those they are interested in.

TITLE: OCCUPATIONAL EXPLORATION KIT — CO 990 081
AUTHOR: Laurence L. Belanger — 400 4-page briefs-$123.00
PUBLISHER: Science Research Associates — Copyright: 1971
RELEVANT TO: All areas — Reading level: 10
TYPE OF MEDIA: Career information library kit
SUBJECT CONTENT: Description of individual jobs--qualifications, training, earnings, and outlook and references for further exploration.
COST: High
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: The cost of this kit, as well as others like it, may be a little high for the classroom teacher. This is excellent for the whole school's use in the library career centers or for continued use by the guidance counselor (department).

TITLE: OCCUPATIONAL MANPOWER REQUIREMENTS--PROJECTIONS FOR ILLINOIS 1960-1975

CO 990 082

PUBLISHER: Illinois State Employment Service
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Lists the needs for particular skills in the work world for the years 1960-1975. Pre-vocational information especially useful.
COST: Low (free)
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Good reference especially for pre-vocational students as yet undecided on a career.

pp. 21 - free
Revised: 1970
Reading level: 11-12

TITLE: OKLAHOMA COOPERATIVE VOCATIONAL EDUCATION--CURRICULUM MATERIAL--A BASIC COURSE OF STUDY

CO 990 083

AUTHOR: Ronald Meek
PUBLISHER: Oklahoma State Board of Vocational and Technical Education
RELEVANT TO: Personnel and Public Services
TYPE OF MEDIA: Teacher developed materials (behavioral objectives, teacher and student activities, information sheets, visual aids, tests, and answers)
SUBJECT CONTENT: Contains units on orientation to employment, personal development, employee relations, communications, financial management and insurance.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: For making transparencies, developing re-evaluation devices, and writing objectives. Book is loose-leaf and can be added to easily. Provides an excellent outline of information needed in each of the units.

pp. 553--$10.00
Copyright date: 1971
Reading level: teacher guide

TITLE: A ONE-WEEK ADVANCED TEACHING UNIT ON CONSUMER CREDIT

CO 990 084

AUTHOR: National Consumer Finance Association
PUBLISHER: Educational Services Division
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide
SUBJECT CONTENT: Kit containing teacher materials such as lesson plans, film guides, listings of available materials on teaching a one-week unit on consumer credit. Samples of student booklets and quizzes are included for inspection before ordering.
COST: Low
LEARNING EFFECTIVENESS: Above average
COST-EFFECTIVENESS: Best buy
COMMENT: A must resource for coordinators. Numerous current materials are available. One of the really up-to-date resources on consumer education.

Teacher's Kit - $1.00
Copyright: 1970
Reading level: 13

TITLE: ON THE JOB

CO 990 085

AUTHOR: Joseph L. Norton
PUBLISHER: J. G. Ferguson Publishing Company
RELEVANT TO: All
TYPE OF MEDIA: Reference book and textbook
SUBJECT CONTENT: Gives job descriptions for 65 jobs by people who actually do them. Realistic descriptions and appraisals of jobs.
COST: Above average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Useful as reference book more than as text. Good for career introduction material. Does not require extra materials to use.

pp. 257 - $7.95
Copyright: 1970
Reading level: 11
Grade level: 10-12

TITLE: ORAL COMMUNICATION — CO 990 086
PUBLISHER: Creative Visuals — multi-media set - $71.00
RELEVANT TO: All areas — Copyright: Up to date
TYPE OF MEDIA: Teacher guide, filmstrips, study guide, sound tapes — Listening level: 9 and up
SUBJECT CONTENT: Six programmed filmstrips, 6 tapes and 1 teacher's manual concerned with development of oral communication skills and value of listening in relationship to job success and social achievement. Transcripts are also included of the listening practice tapes and quizzes and answers.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Instruction may be individualized and laboratory situations provide for practice and reinforcement. May be used alone effectively.

TITLE: THE PAYCHECK PUZZLE — CO 990 087
PUBLISHER: Guidance Associates — (2) filmstrips/cassettes - $42.50
RELEVANT TO: All areas — /records - $37.50
TYPE OF MEDIA: Teacher guide, filmstrips, records — Each filmstrip - 10 min.
SUBJECT CONTENT: Cartoons provide some humor, explain deductions from paycheck. Also stresses job responsibility and employee benefits. — Copyright: 1973
COST: Below average — Viewing level: 11-12
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Humor-filled case study helps students retain key facts about payroll deductions and employee benefits. Part I explains basic automatic and voluntary payroll deductions. Part II examines types and variations of benefits young workers may encounter. The program illustrates key forms and documents; increases confidence by building base of information.

TITLE: PERSONAL DEVELOPMENT FOR GIRLS — CO 990 088
PUBLISHER: The Instructional Materials Laboratory, University of Texas — pp. 146
RELEVANT TO: Inter-Related, Industrial, Office, Personnel and Public Services, Marketing, CWT — Revised: 1968
TYPE OF MEDIA: Study guide, Student manuals — Reading level: 9
SUBJECT CONTENT: Developing personal health, personal appearance, skills, and behavior.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Individual use by girls in unit on personal development.

TITLE: PERSONAL DEVELOPMENT FOR YOUNG MEN — CO 990 089
PUBLISHER: Instructional Materials Laboratory--University of Texas — pp. 119
RELEVANT TO: All areas (Male students) — Reprint: 1968
TYPE OF MEDIA: Study guide, Student manual, answer book — Reading level: 11
SUBJECT CONTENT: Developing personal health, appearance, skills, and behavior.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Individual use by boys in unit on personal development.

TITLE: PERSONAL DEVELOPMENT TRANSPARENCIES — CO 990 090

AUTHOR: Garth A. Hanson & E. Charles Parker
PUBLISHER: South-Western Publishing Co.
RELEVANT TO: All areas
TYPE OF MEDIA: Transparencies, teacher guides
SUBJECT CONTENT: Transparencies geared to introduce various personal traits necessary for entrance into the world of work.
COST: Average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: The transparencies provide a continuity for an effective discussion of each unit trait and allow open class discussion with proper introduction to each transparency. It is a good way to introduce units on personality and character ability. Supplemental lessons can be added accordingly to the amount of time available/desired for unit. Five of the ten sets were evaluated and tested on a WECEP class.

10 sets - $180.00 for all
Copyright: 1970
Reading level: 9 - 10
Grade level: 8-11

TITLE: PERSONALITY DEVELOPMENT FOR BUSINESS — CO 990 091

AUTHOR: Allien R. Russon
PUBLISHER: South-Western Publishing Co.
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book, textbook
SUBJECT CONTENT: A book designed for a more mature student to evaluate himself--needs and ambitions--and realize himself. A transactional analysis approach to preparing for the business world.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory to very good buy
COMMENT: To be effective, a teacher should supplement the material with individual projects for self improvement. The ideas are very easily adapted to a younger group

pp. 248 - $4.40
Copyright: 1973
Reading level: 10

TITLE: PERSONALLY YOURS — CO 990 092

PUBLISHER: Milady Publishing Corp.
RELEVANT TO: All grades for girls
TYPE OF MEDIA: Study guide
SUBJECT CONTENT: Covers personal grooming, poise, wardrobe planning, personality development, voice, goals in jobs and body perfection.
COST: Below average to low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Good for individual instruction. One problem is that hair styles and clothing go out of style very fast and outdate the book.

pp. 268 - $3.46
Copyright: 1966
Reading level: 9.5

TITLE: PRACTICAL MATHEMATICS SERIES — CO 990 093

AUTHOR: Hobbs, McKenny and Dalzell
PUBLISHER: American Technical Society
RELEVANT TO: All areas
TYPE OF MEDIA: Textbook and pamphlets
SUBJECT CONTENT: The book has been serialized into small pamphlets, which might tend to encourage the student to tackle the enigma of studying math in small lumps. There are 14 pamphlets in the series, covering the fundamental processes, factoring and cancellation, fractions, decimals, percentage, denominate numbers, powers and roots, ratio and proportion, equations, graphs, lengths, areas and volumes, and use of logarithms.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Could be used in conjunction with about any occupation in the co-op spectrum. Practice problems and trial examination problems are answered in each pamphlet, but no answers to final exam problems are listed.

pp. 490 total--75¢ for each of 14
Copyright date: 1930
Reading level: 9

TITLE: THE PRICE OF CREDIT — CO 990 094

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Filmstrips, records, and sound tapes
SUBJECT CONTENT: Dramatizes a used car "deal" to demonstrate deceptive sales practices; underscores the importance of reading all sales documents and insisting they be completed before signing. Explores credit problems; suggests comparison shopping for best credit terms.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: This is useful in related class since many students have the goal of buying a car and living on their own.

multi-media
filmstrip/record - $17.50
filmstrip/cassette - $19.50
Copyright: Up to date
Reading level: 8-12

TITLE: PUNCTUATION: A PROGRAMMED APPROACH — CO 990 095

AUTHOR: W. E. Perkins
PUBLISHER: South-Western Publishing Company
RELEVANT TO: All areas
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Material to help students learn and apply 27 basic punctuation rules.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent for particular students with problems in this area.

pp. 207--$2.52
Copyright: 1972
Reading level: 11.5-12

TITLE: PUNCTUATION DRILLS AND EXERCISES (PROGRAMMED FOR THE TYPEWRITER) CO 990 096

AUTHOR: Brendel and Near
PUBLISHER: Gregg Division, McGraw-Hill Book Company
RELEVANT TO: All areas
TYPE OF MEDIA: Programmed learning materials
SUBJECT CONTENT: Reviews all areas of punctuation rules in addition to capitalization and number usage. Includes tests at the end of each of the six parts.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Should do well for students with problems in this area or who need a refresher of the various rules. A typewriter need not be used. Suitable for individualizing instruction.

pp. 108--$1.68
Copyright: 1970
Reading level: 13

TITLE: S R A JOB FAMILY SERIES — CO 990 097

PUBLISHER: Science Research Associates, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Reference book
SUBJECT CONTENT: Each booklet in series gives an indication of the kinds of jobs available in each job family and needed personal qualifications for success in that specific job field. A bibliography in some booklet provides further sources for reading on the job category. Attractive presentation of material.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory
COMMENT: Information reference source for student use. Student will need to explore some areas in other reference sources.

20 booklets, pp. 50 - $24.25
Copyright: 1973
Grade level: 7 - 14
Reading level: 10

TITLE: SRA OCCUPATIONAL BRIEFS

CO 990 098
400 briefs - $97.00
Copyright: 1973
Reading level: 11

PUBLISHER: Science Research Associates, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Occupational briefs
SUBJECT CONTENT: Occupational briefs--describing job, various jobs incorporated in field, working conditions, requirements, pay, outlook and additional information section.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: The kit consists of 400 briefs that very completely and comprehensively describe various jobs. The kit can be kept current with a subscription to the SRA Guidance Service.

TITLE: SIMULATION WHEELS

CO 990 099
Game - $40.00
Reading level: 11
Grade level: 11,12

PUBLISHER: Paul S. Amidon & Associates, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, study guide, and student manuals
SUBJECT CONTENT: Game simulating experience and maintaining a car successfully, includes buying, insurance, running expenses, random accidents, repairs, unexpected events. Uses computer or "grab bag."
COST: Below average
LEARNING EXPERIENCE: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Game approach to the entire process of car buying and maintenance. Events happen on a random chance basis. You can use the computer if available or numbers provided on cards. Can be used by up to six students at a time--takes several days so you need a place that won't be disturbed.

TITLE: SOCIAL INSURANCE

CO 990 100
pp. 48 - $.87
Copyright: 1972
Reading level: 11
Grade level: 10-12

AUTHOR: H. Mac Bohlman & Edna Bohlman
PUBLISHER: Follett Publishing Company
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, student manual
SUBJECT CONTENT: Discussion of all social insurance and how it applies to various jobs.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENTS: Excellent for consumer education units. Concise description and information. Useful alone or as supplement.

TITLE: SOCIAL SECURITY FOR YOUNG PEOPLE

CO 990 101
kit - free
Revised: 1973
Reading level: 11-12

PUBLISHER: Department of Health, Education and Welfare, Social Security Administration
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, pamphlets, wall chart, magazine
SUBJECT CONTENT: Teacher kit with wall chart, brochures and outline for teaching Social Security. A listing of available films and other material is also enclosed.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: Material is very current and there are many additional items that can be ordered free of charge to accompany the kit.

TITLE: STANDARD PAYROLL PROJECT (5TH ED.) — CO 990 102

AUTHOR: Nanassy — 4-week payroll problem--$1.60
PUBLISHER: Pitman Publishing Company — Revised: 1971
RELEVANT TO: All areas — Reading level: 11
TYPE OF MEDIA: Teacher guide and practice set
SUBJECT CONTENT: One problem with all necessary background information, flexible enough to be used periodically. Covers salary, hourly and piece work as they work out a four-week payroll for a manufacturing company with 18 employees.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: No particular machine is needed--could be used with arithmetic machines, however.

TITLE: STAR POWER — CO 990 103

AUTHOR: R. Gary Shirts — pp. 15 - $25 kit
PUBLISHER: Western Behavioral Sciences Institute — Revised: 1971
RELEVANT TO: All areas — Reading level: 10
TYPE OF MEDIA: Game-simulation
SUBJECT CONTENT: A game in which a low mobility, three tiered society is built through the distribution of wealth in the form of tapes.
COST: Below Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Excellent activity for getting student involvement and participation. Simulates many aspects of today's society.

TITLE: SUCCEEDING IN THE WORLD OF WORK — CO 990 104

AUTHOR: Grady Kimbrell and Ben S. Vineyard — pp. 484 - $5.97
PUBLISHER: McKnight and McKnight — Copyright: 1970
RELEVANT TO: All areas — Reading level: 12
TYPE OF MEDIA: Textbook — Grade level: 9-13
SUBJECT CONTENT: Textbook for related classroom instruction covering items necessary for job success, i.e., employee-employer relationships, personal qualities, money management, credit, banking services, etc. Excellent bibliography contains addresses of vocational guidance materials.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Best buy
COMMENT: Useful for related classroom instruction of a general nature. A student manual for activities is also available from same source. Also available is a teacher's manual.

TITLE: SUPERVISORS SURVIVAL KIT — CO 990 105

AUTHOR: Elwood Chapman — pp. 172 - $3.24
PUBLISHER: Science Research Associates, Inc. — Copyright: 1970
RELEVANT TO: All areas — Reading level: 11
TYPE OF MEDIA: Student manuals
SUBJECT CONTENT: Text material, case problems and simulations of being a supervisor. Involves the student in the decision making process of a supervisor.
COST: Low
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This is an excellent resource for coop students interested in management.

TITLE: TEEN PROFILE — CO 990 106
AUTHOR: Bobbi Ray — pp. 317 - $6.30
PUBLISHER: Milady Publishing Corp. — Copyright: 1973
RELEVANT TO: All programs for girls — Reading level: 11
SUBJECT CONTENT: Concerned with the areas of personal development. Includes grooming, poise, gracious living, wardrobe planning, nutrition and health, and personality development.
COST: Below average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENTS: Good for individual instruction. Not a discussion type book.

TITLE: TIPS TO IMPROVE PERSONAL STUDY SKILLS — CO 990 107
AUTHOR: Dr. Hubert W. Houghton — pp. 54 - $1.26
PUBLISHER: Delmar Publishers — Copyright: 1968
RELEVANT TO: All areas — Reading Level: 9
TYPE OF MEDIA: Student manuals — Grade level: 9-12
SUBJECT CONTENT: Ten tips include working conditions for study, health habits, scheduling time, examinations, note taking,,memorization, writing skills, students, reading, and use of resource materials. Built in tests for each unit provide feedback. Illustrations and single color highlights important ideas.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Very useful as a unit in the work-related classroom course relating to study skills.

TITLE: TRANSACTIONAL ANALYSIS--SOCIAL TRAINING AND COMMUNICATION — CO 990 108
AUTHOR: David S. Abbey, Ronald H. T. Queston — multi-media - $49.50
PUBLISHER: Interpersonal Communication Concepts — Copyright: 1973
RELEVANT TO: All areas — Reading level: 9
TYPE OF MEDIA: Teacher guide, sound tapes, game book, figure book
SUBJECT CONTENT: A miniture program presenting basic transactional analysis program.
COST: Below average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: The usefulness of this material is extremely adaptable to various age groups and reaches all types of groups. The trainer, however, should have some more formalized training in transactional analysis. It's an excellent kit.

TITLE: UNDERSTANDING TAXES — CO 990 109
PUBLISHER: U.S. Tax Administration — Booklet - Free
RELEVANT TO: All areas, except Health — Yearly, available at tax time
TYPE OF MEDIA: Student manual — Reading level: 12
SUBJECT CONTENT: A self-teaching booklet on filing individual tax returns. Histo y of taxes is discussed as well as source of government income and how monies are dispersed. — Grade level: 9-14
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: An excellent instrument for teaching tax. An instructor's manual is included with each--included are enlarged charts of tax return forms.

TITLE: WHAT ARE TAXES ALL ABOUT — CO 990 110

PUBLISHER: Carousel Films, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Film
25 minutes - $325.00
Copyright: 1973
Grade level: 11-12
SUBJECT CONTENT: Explains why we have taxes and follows a CBS executive through a story of where his tax money goes, how the Internal Revenue Service operates and what happens to his return. An excellent presentation on income taxes.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: One of the better films to explain the Internal Revenue Service and our tax structure.

TITLE: WHERE DO I GO FROM HERE? — CO 990 111

AUTHOR: Logan V. Cockrum and Albert C. Winn
PUBLISHER: SRA, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Student manual
pp. 76 - $1.73
Copyright: 1972
Reading level: 10
SUBJECT CONTENT: A booklet emphasizing the continuous updating of vocational awareness and changing environment. Work--self--future are keyed.
COST: Low
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Best buy
COMMENT: This enlightening teaching aid supplements all curriculums well. It is extremely adaptable for groups or individual courses. Modern thought underlies the entire book and the teacher methods incorporated in the book should be utilized.

TITLE: WHY WORK? — CO 990 112

PUBLISHER: Vocational Films
RELEVANT TO: All areas
TYPE OF MEDIA: Film
12 minutes - $150.00, Color
Rental - $15.00
Copyright: 1973
Viewing level: 6-12
Grade level: 8-12
SUBJECT CONTENT: Stresses work as "an attitude...a process we all go through to become a beautiful human being" from a teacher's point of view. Three groups of students discuss work and the reasons for working. Involves ideas of personal fulfillment, setting goals, developing good self-concept and importance of work to society and to the individual.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: Discussion stimulation - Vocational guidance.

TITLE: WORKING IN A SERVICE INDUSTRY — CO 990 113

AUTHOR: Raymond J. Grandfield, Ed.D., and Fay Gold
PUBLISHER: Fairchild Publications, Inc.
RELEVANT TO: All areas
TYPE OF MEDIA: Student manual
pp. 145 - $2.25
Copyright: 1972
Grade level: 8-11
SUBJECT CONTENT: Worktext centers around job try-outs as bank teller, counter clerk, dry cleaning, service station attendant, office clerk in motel, waiter, waitress, ticket agent. Information, job description and worksheets on skills such as handling money transactions, billing, working conditions, etc.
COST: Average
LEARNING EFFECTIVENESS: Normal to outstanding
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Career orientation and exploration.

TITLE: YOU AND YOUR JOB SERIES (APPLYING FOR A JOB) — CO 990 114

AUTHOR: Rath, Patricia Mink, Ralph E. Mason, Lloyd J. Phepps — 72 cards - $3.45
PUBLISHER: The Interstate Printers and Publishers, Inc. — Copyright: 1968
RELEVANT TO: All areas — Reading level: 9
TYPE OF MEDIA: Programmed learning materials, Study guide
SUBJECT CONTENT: A series of 4x6 cards programmed for learner to cover decisions upon which employers hire job applicants. Students will learn procedures for job application, interview. Also includes directions for a "job application" game.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: May be used as supplement to classroom text or as a teaching tool in itself. Programmed features allow for immediate feedback to student.

TITLE: YOU AND YOUR JOB SERIES (SUCCEEDING ON THE JOB) — CO 990 115

AUTHOR: Rath, Patricia Mink, Ralph E. Mason and Lloyd J. Phepps — 102 cards - $3.45
PUBLISHER: The Interstate Printers and Publishers, Inc. — Copyright: 1970
RELEVANT TO: All areas — Reading level: 10
TYPE OF MEDIA: Programmed learning materials, study guide
SUBJECT CONTENT: Emphasis is upon those skills which are basic to job success--getting along with others, accepting criticism, positive work attitudes, etc. Series of 75 (4x6) cards. Programmed also include a Job Success game.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: May be used as a supplement to textbook, class discussion, etc. Motivational, good feedback.

TITLE: YOU AND YOUR JOB SERIES (SUPERVISING ON THE JOB) — CO 990 116

AUTHOR: Rath, Patricia Mink, Ralph E. Mason and Lloyd J. Phepps — 93 cards - $3.45
PUBLISHER: The Interstate Printers and Publisher, Inc. — Copyright: 1971
RELEVANT TO: All areas — Reading level: 10
TYPE OF MEDIA: Programmed learning materials, study guide
SUBJECT CONTENT: A series of cards (4x6) teaching student some basic concepts of supervision, duties of a supervisor, personal qualities needed and variety of jobs requiring supervision. Can also be used as a game for high motivation.
COST: Average
LEARNING EFFECTIVENESS: Very good
COST-EFFECTIVENESS: Very good buy
COMMENT: May be used to supplement instructional discussions and other student activities and projects. Programmed features allow for immediate feedback. Instructions for game provides good motivation. Guide included.

TITLE: YOUR JOB SERIES — CO 990 117

AUTHOR: Daniel H. Kruger
PUBLISHER: Coronet Films
RELEVANT TO: All areas
TYPE OF MEDIA: Films
6 films - color-$175
B & W-$87.50
Copyright: 1968
Grade level: 9-12
SUBJECT CONTENT: Interview technique. Depicts good work habits in relationship to safety, work quality, quantity of production and personal satisfaction; stresses personality needs of friendliness and courteousness; shows importance of planning, accuracy and consistent level of performance.
COST: Average
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: Excellent for vocational guidance in work-related classroom. Includes the following titles; 1) You and Your Boss, 2) Your Job: Applying for It, 3) Fitting In, 4) Getting Ahead, 5) Finding the Right One, and 6) Good Work Habits.

TITLE: YOUR PERSONAL CAREER DEVELOPMENT PROGRAM — CO 990 118

AUTHOR: Arthur R. Pell
PUBLISHER: Management Games Institute
RELEVANT TO: All areas
$24.00
Copyright: 1972
Grade level: 11-12
TYPE OF MEDIA: Reference book, learning activity packages
SUBJECT CONTENT: A home study or individual guide for determining career possibilities and preparing for a job.
COST: High
LEARNING EFFECTIVENESS: Normal
COST-EFFECTIVENESS: Satisfactory buy
COMMENT: This would be effective as an individual guide. It appears to be well written and easy to follow. It would be a good reference for any cooperative class.

TITLE: YOUR PERSONALITY: THE YOU OTHERS KNOW — CO 990 119

PUBLISHER: Guidance Associates
RELEVANT TO: All areas
TYPE OF MEDIA: Teacher guide, filmstrips, records
2 filmstrips/records-$37.50
with cassettes-$41.50
Copyright: 1969
Reading level: 11-12
Grade level: 9-12
SUBJECT CONTENT: The filmstrips tell about habits the worker should avoid on the job and point out features that a personnel dirctor looks for.
COST: Above average
LEARNING EFFECTIVENESS: Outstanding
COST-EFFECTIVENESS: Very good buy
COMMENT: One needs a filmstrip projector and record player. The filmstrips are ideal for discussion for the beginning worker. Excellent for occupational orientation.

ADDRESSES OF PUBLISHERS

Thank you is extended to the 700 publishers who were so willing to cooperate with this project. A special thank you to those publishers who sent complimentary materials. The following list of publishers are those who have materials listed in this publication.

A.C.I. Films, Inc.
P.O. Box 24297
Speedway, IN 46224

Achievement Research Associates
P.O. Box 462
Hinsdale, IL 60521

Aetna Life and Casualty
151 Farmington Avenue
Hartford, CT 06115

Ahrens Publishing Co., Inc.
50 Essex Street
Rochelle Park, NJ 07662

AIMS Instructional Media Services, Inc.
P.O. Box 1010
Hollywood, CA 90028

Allied Education Council
Distribution Center
P.O. Box 78
Galien, MI 49113

American Association for Vocational Instructional Material
Engineering Center
Athens, GA 30601

American Hospital Association
840 N. Lake Shore Drive
Chicago, IL 60611

American Journal of Nursing
10 Columbus Circle
New York, NY 10019

American Medical Association
353 N. Dearborn Street
Chicago, IL 60610

American Mutual Insurance Alliance
Communications Department
20 North Wacker Drive
Chicago, IL 60606

American Osteopathic Association
Department of Public Relations
212 E. Ohio Street
Chicago, IL 60611

American Supply Association
22 N. LaSalle
Chicago, IL 60601

American Technical Society
848 East 58th Street
Chicago, IL 60637

American Trucking Association, Inc.
1616 P Street N.W.
Washington D.C. 20037

Associated Educational Materials Company, Inc.
Box 2087
Raleigh, NC 27602

AuVid Incorporated
P.O. Box 964
Garden Grove, CA 92642

BFA Educational Media
2211 Michigan Avenue
Santa Monica, CA 90404

Barron's Educational Series, Inc.
113 Crossways Park Drive
Woodbury, NY 11797

Bell Telephone Companies
(contact your local business office)

Betty Crocker Film Library
9200 Film Center
P.O. Box 1113
Minneapolis, MN 55440

Business Builders
Division of Food Services Guides
P.O. Box 709
Rocky Mountain, NC 27801

C. V. Mosby
3207 Washington Boulevard
St. Louis, MO 63103

Cahners Publishing Company
270 St. Paul Street
Denver, CO 80206

California State Polytechnical College
San Luis Obispo, CA 93401

Careers, Inc.
P.O. Box 135
Largo, FL 33540

Carousel Films, Inc.
1501 Broadway Avenue
New York, NY 10036

Chain Store Publishing Company
2 Park Avenue
New York, NY 10016

Channing L. Bete Company
45 Federal Street
Greenfield, MA 01301

Charles A. Bennett Company, Inc.
809 W. Detweiller Drive
Peoria, IL 61614

Charles E. Merrill Publishing Company
College Division
1300 Alum Creek Drive
Columbus, OH 43216

Citation Press
Division of Scholastic
50 West 44th Street
New York, NY 10036

Close Productions
P.O. Box 2429
San Carlos Boulevard
Fort Meyers Beach, FL 33931

Colonial Film and Equipment Company
752 Spring Street, N.W.
Atlanta, GA 30308

Consumers Union of the United States, Inc.
256 Washington Street
New York, NY 10451

Continental Illinois National Bank & Trust Co.
231 South LaSalle
Chicago, IL 60603

Coronet Films
65 E. South Water Street
Chicago, IL 60601

Counselor Films, Inc.
1728 Cherry Street
Philadelphia, PA 19103

Creative Visuals
Division of Gamco Industries, Inc.
Snyder Highway
Box 1911
Big Spring, TX 79720

Current Affairs
24 Danbury Road
Wilton, CT 06897

Curriculum Innovations, Inc.
501 Lake Forest Avenue
Highwood, IL 60040

Dahl Publishing Company
Stamford, CT 06904

Dartnell Corporation
4660 Ravenswood Avenue
Chicago, IL 60640

DCA Educational Products, Inc.
424 Valley Road
Warrington, PA 19144

Delmar Publishers
Mountainview Avenue
Albany, NY 12208

Department of Health, Education, and Welfare
Washington, D.C. 20202

Doubleday and Company, Inc.
501 Franklin Avenue
Garden City, NY 11530

E. T. P. Inc.
2132 Forden Avenue
Madison, WI 53701

Eastman Kodak Company
343 State Street
Rochester, NY 14650

Eaton Paper Division of Tuftren
Advertising Department
Pittsfield, MA 01201

Educational Activities, Inc.
P.O. Box 392
Freeport, NY 11520

Educational Institute of the American Hotel
and Motel Association
Kellogg Center
Michigan State University
East Lansing, MI 48823

Educational Projections Corporation
3070 Lake Terrace
Glenview, IL 60025

Eye Gate House, Inc.
146-01 Archer Avenue
Jamaica, NY 11435

Fairchild Publications, Inc.
7 East 12th Street
New York, NY 10003

Fearon Publishers/Lear Siegler, Inc.
6 Davis Drive
Belmont, CA 94002

BEST COPY AVAILABLE

Federal Reserve Bank of Chicago
Public Information Department
Box 834
Chicago, IL 60690

Finney Company
3350 Gorham Avenue
Minneapolis, MN 55426

Follett Educational Corporation
Educational Opportunities Division
101 W. Washington Boulevard
Chicago, IL 60607

Fort Benton Schools
Superintendent of Schools
Fort Benton, MT 59442

Future Homemakers of America
National Headquarters
2010 Massachusetts N.W.
Washington D.C. 20036

G. P. Putnam's Sons
P.O. Box 50
East Rutherford, NJ 07073

Gamco Industries, Inc.
Snyder Highway
Box 1911
Big Spring, TX 79720

Gas Magazines, Inc.
1202 South Park Street
Madison, WI 53715

Grolier Educational Corporation
845 Third Avenue
New York, NY 10022

Guidance Associates
Harcourt, Brace and World
Pleasantville, NY 10570

H. C. Johnson Press, Inc.
Box 4156
1800 Broadway
Rockford, IL 61110

H. M. Rowe Company
624 N. Cilmor Street
Baltimore, MD 21217

Harper and Row Publishers, Inc.
49 East 33rd Street
New York, NY 10016

Harcourt Brace & Jovanovick, Inc.
757 Third Avenue
New York, NY 10017

Holt, Rinehart & Winston, Inc.
383 Madison Avenue
New York, NY 13402

Homemaking Research Laboratories
Tony, WI 54563

Hospital Research and Educational Trust
840 N. Lake Shore Drive
Chicago, IL 60611

Houghton Mifflin Company
1900 S. Batavia Avenue
Geneva, IL 60134

Household Finance Corporation
Money Management Institute
Prudential Plaza
Chicago, IL 60601

Illinois Retail Merchants Association
36 S. Wabash
Chicago, IL 60603

Illinois State Employment Services
165 North Canal Street
Chicago, IL 60606

Institute of Life Insurance
Educational Division
277 Park Avenue
New York, NY 10017

Institutions Magazine
1801 Prairie Avenue
Chicago, IL 60616

Insurance Information Institute
110 William Street
New York, NY 10038

International Fabricare Institute
P.O. Box 940
Joliet, IL 60434

Interpersonal Communication Concepts, Inc.
4114 Navajo Trail, N.E.
Atlanta, GA 30319

Interstate Printers and Publishers, Inc.
19-27 N. Jackson Street
Danville, IL 61832

Iowa State University Press
South State Street
Ames, IA 50010

ITT Educational Services, Inc.
55 West 42nd Street
New York, NY 10036

J. B. Lippincott Company
East Washington Square
Philadelphia, PA 19105

J. C. Penney Company, Inc.
Education and Consumer Relations Department
1301 Avenue of the Americas
New York, NY 10019

J. G. Ferguson Publishing Company
6 North Michigan Avenue
Chicago, IL 60602

John Deere Service Publication
John Deere Road
Moline, IL 61265

Julian Messner
Division of Simon & Schuster, Inc.
West 39th Street
New York, NY 10018

The Kiplinger Magazine
1729 H. Street, N. W.
Washington, D.C. 20006

LaMotte Chemical Products Company
Educational Products Division
Chestertown, MD 21620

Lea and Febiger
600 S. Washington Square
Philadelphia, PA 19106

Learon Publishing Company
Lear Siegler, Inc.
6 Davis Drive
Belmont, CA 94002

Learning Systems Company
Division of Richard D. Irwin, Inc.
1818 Ridge Road
Homewood, IL 60430

Management Games Institute
2 East Avenue
Larchmont, NY 10538

McGraw Hill Book Company
1221 Avenue of the Americas
New York, NY 10020

McKnight and McKnight Publishing Company
Towanda Avenue at Route 66
Bloomington, IL 61701

Merrill, Lynch, Pierce, Fenner & Smith, Inc.
One Liberty Plaza
165 Broadway
New York, NY 10006

Metropolitan Life Insurance Company
1 Madison Avenue
New York, NY 10010

Milday Publishing Corporation
3829 White Plains Road
Bronx, NY 10467

3 M Company
Visual Products Division
2501 Hudson Road
St. Paul, MN 55119

Moneysworth
251 West 57th Street
New York, NY 10019

Mosby Company
3207 Washington Boulevard
St. Louis, MO 63103

National Cash Register Company
Sugar Camp Education Center
Dayton, OH 45409

National Career Center
Department FF
3839 White Plains Road
Bronx, NY 10467

National Coal Association
Education Division
Coal Building
1130 - 17th Street, N.W.
Washington, D.C. 20036

National Committee for Household Employment
1625 Eye Street, N.W., Suite 323
Washington, D.C. 20036

National Consumer Finance Association
Educational Services Division
Suite 702, 1000 16th Street, N.W.
Washington, D.C. 20036

National Educational Media, Inc.
15250 Ventura Boulevard
Sherman Oaks, CA 91403

National Institute for the Food Service Industry
120 South Riverside Plaza
Chicago, IL 60606

National Retail Merchants Association
100 West 31st Street
New York, NY 10001

National Science Teachers Association
1201 Sixteenth Street, N.W.
Washington D.C. 20036

National Secretaries Association
2440 Perishing Road
Suite 610
Crown Center
Kansas City, MO 64108

New York Institute of Technology
888 Seventh Avenue
New York, NY 10019

North Castle Books
212 Bedford Road
Greenwich, CT 06830

Oklahoma State Board of Vocational & Technical Education
1515 West Sixth Street
Stillwater, OK 74074

Ohio State Council of Retail Merchants
71 East State Street
Columbus, OH 43215

Ohio State University
Agriculture Education
Curriculum Materials Service
Columbus, OH 43210

Paul S. Amidon and Associates, Inc.
5408 Chicago Avenue, South
Minneapolis, MN 55417

Pennsylvania State University
Department of Agricultural Education
University Park, PA 16802

Pitman Publishing Corporation
2 West 45th Street
New York, NY 10036

Poster Visual Aids
58 Union Street
Milford, NH 03055

Prakken Publications, Inc.
416 Longshore Drive
Ann Arbor, MI 48105

President's Committee On Employment of the Handicapped
Washington, D.C. 20260

Public Information Department
Federal Reserve Bank of New York
New York, NY 10045

Purdue University
Vocational Trade and Industry Department
Lafayette, IN 47901

Restaurant/Hotel Aids
2120 Girard Avenue
Minneapolis, MN 55405

Richard D. Irwin, Inc.
1818 Ridge Road
Homewood, IL 60430

Richards Rosen Press, Inc.
29 East 21 Street
New York, NY 10010

Robert J. Brady Company
130 Que Street, N.W.
Washington, D.C. 20002

Salt Lake School District
440 East First, South
Salt Lake City, UT 84111

Science Research Associates, Inc.
259 East Erie Street
Chicago, IL 60611

Scholastic Book Services
904 Sylvan Avenue
Englewood Cliffs, NJ 07632

Sealtest Foods, Inc
Sales and Advertising Department
260 Madison Avenue
New York, NY 10016

Sears, Roebuck and Company
330 East Ohio Street
Chicago, IL 60611

Simon & Schuster, Inc.
630 Fifth Avenue
New York, NY 10020

Society for Visual Education, Inc./Singer
1345 W. Diversey Parkway
Chicago, IL 60614

South-Western Publishing Company
5101 Madison Road
Cincinnati, OH 45227

Springer Publishing Company
200 Park Avenue
New York, NY 10003

State of California Department of Human Resources
800 Capital Mall
Sacramento, CA 95815

State of Illinois Department of Children and Family Service
Springfield, IL 62706

State of Illinois Department of Labor
Bureau of Employment Security
165 North Canal Street
Chicago, IL 60606

State of Illinois
Division of Vocational and Technical Education
1035 Outer Park Drive
Springfield, IL 62706

State of Michigan
Michigan Employment Security Commission
3215 South Pennsylvania
Lansing, MI 48910

Steck-Vaughn Company
P.O. Box 2028
Austin, TX 78767

Sterling Educational Films, Inc.
241 East 34th Street
New York, NY 10016

Teacher's College Press
1234 Amsterdam Avenue
New York, NY 10027

Teaching Aids, Inc.
Box 3527
Long Beach, CA 90803

Tennessee State Board of Vocational Education Program
200 Cordell Hull Building
Nashvill, TN 37219

Texas A & M University
Department of Vocational Education
College Station, TX 77840

Trainex Corporation
P.O. Box 116
Garden Grove, CA 92642

Texas Technical University
Home Economics Instructional Materials Center
P.O. Box 4067
Lubbock, TX 79409

U.S. Department of Health, Education, and Welfare
Washington, D.C. 20202

U.S. Department of Justice
Bureau of Prisons
Washington, D.C. 20537

U.S. Department of Labor
Bureau of Labor Statistics
Office of Information
Washington, D.C. 20210

U.S. Government Printing Office
Superintendent of Documents
Washington, D.C. 20402

U.S. Tax Administration
(Through the District Director)
Internal Revenue Service
17 North Dearborn
Chicago, IL 60602

Universal Education & Visual Arts
100 Universal City Plaza
Universal City, CA 91608

University of Alabama
Department of Trade and Industry
University, AL 35486

University of Illinois
College of Education
Department of Vocational & Technical Education
Division of Home Economics Education
Urbana, IL 61801

University of Illinois
Vocational Agriculture Service
434 Mumford Hall
Urbana, IL 61801

University of Kentucky
Department of Vocational Education
Lexington, KY 40506

University of Missouri
Department of Vocational & Technical Education
Columbia, MO 65201

University of Texas
Instructional Materials Service
Division of Extension
Austin, TX 78710

Victor Comptometer Corporation
225 West Foster
Bensenville, IL 60106

Visual Aids Studio
1909 Avenue Q
Huntsville, TX 77340

Vocational Agriculture Service
College of Agriculture
University of Illinois
434 Mumford
Urbana, IL 61801

Vocational Education Productions
California State Polytechnical College
San Luis Obispo, CA 93401

Vocational Films
111 Euclid Avenue
Park Ridge, IL 60068

W. B. Saunders Company
West Washington Square
Philadelphia, PA 19103

Walt Disney Film Depository
666 Busse Highway
Park Ridge, IL 60068

Western Behavioral Sciences Institiute
1150 Silverado
San Diego, CA 92037

William C. Brown Company
135 South Locust Street
Dubuque, IA 52001

World in Color Productions
P.O. Box 392
Elmira, NY 14902